



# India's Weekend Economy

## The Rise of Weekend-led Urban Consumption

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### Executive Summary

India's urban consumption landscape is undergoing a structural shift. According to the PRICE-Tata Sons report 'The Many Urban Indias', nearly 61.5% of weekly household spending is now concentrated over Saturdays and Sundays. Urban households spend an average of ₹6,724 on weekdays compared with ₹10,732 during weekends, reflecting changing lifestyles, rising incomes, organised retail expansion and growing preference for leisure and experience-led consumption.

### Key Findings

- 61.5% of total weekly urban spending now occurs during weekends.
- Average spending rises from ₹6,724 on weekdays to ₹10,732 on weekends.
- Fashion, entertainment, electronics, restaurants and food delivery witness the largest jump.
- Women, dual-income families, postgraduate households and larger families spend proportionately more on weekends.
- Western India records the highest weekend multiplier (1.8x); Northern India the lowest (1.4x).
- Income is the strongest determinant of discretionary spending.
- Weekend-led consumption is spreading well beyond India's largest metropolitan cities.

Category	Weekday Spending	Weekend Spending
Fashion & Apparel	₹529	₹1,075
Entertainment	₹328	₹662
Electronics	₹350	₹695
Dining & Food Delivery	₹525	₹959
Groceries	1.00x	1.64x
Healthcare	1.00x	1.54x

## Regional and City-wise Insights

Western India exhibits the strongest weekend spending behaviour with a multiplier of 1.8x, while Northern India records the lowest at 1.4x. The below cities show high weekend spending patterns

Region / City	Weekend Spending Multiplier
Jaipur	<b>2.76x</b>
Surat	<b>2.44x</b>
Pune	<b>2.19x</b>
Kochi	<b>2.04x</b>
Indore	<b>1.96x</b>
Ahmedabad	<b>1.73x</b>
Mumbai	<b>1.73x</b>

Cities such as Dhanbad (0.92x), Mysuru (1.00x) and Kanpur (1.02x) display relatively stable weekday and weekend spending patterns, indicating more conservative consumption habits.

## Big Cities vs Emerging Cities

India's six largest metropolitan cities record a weekend multiplier of 1.65x, while the remaining 94 cities are close behind at 1.55x. This demonstrates that aspirational, lifestyle-led consumption is no longer confined to metros and is becoming a nationwide urban trend.

## Income-wise Behaviour

Monthly Income	Weekend Spending Multiplier
Below ₹25,000	<b>1.37x</b>
₹25,001 – ₹50,000	<b>1.56x</b>
₹50,001 – ₹1 lakh	<b>1.78x</b>
Above ₹1 lakh	<b>2.53x</b>

Households earning over ₹1 lakh per month spend an average of ₹21,779 during weekends compared with ₹8,622 on weekdays.

## Urban India 2030

The report projects India's urban population to reach nearly 630 million by 2030—equivalent to the combined population of the United States and Indonesia. Growth will increasingly be driven by around 100 cities with distinct economic structures, demographic profiles and development trajectories rather than a single urban model.

## Conclusion

Weekend-led spending has become one of the defining characteristics of India's evolving consumer economy. Businesses in retail, restaurants, consumer durables, entertainment, travel and digital commerce are likely to benefit from this structural behavioural shift. Understanding regional, demographic and income-based differences will be critical for companies seeking to capture the next phase of India's urban consumption story.