



**PGIM**  
India Mutual Fund

# **RE** TIREMENT SEARCH PORT

# 2025

Third Edition



Knowledge Partner: NielsenIQ





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\*Data as of 9/30/25 unless otherwise noted. Assets under management (AUM) assets under administration (AUA) are based on company estimates and are subject to change.



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## Methodology & Disclaimers:

**Important Disclosures:** PGIM India Mutual fund appointed NIQ for conducting a survey among 3088 Indian adults aged between 26-60 years (26-40 yrs.- 21%, 41-50 yrs-40%, 51-60 yrs- 39%) inclusive of both Men (70%) and Women (30%) belonging to \*NCCS A & B (71%:29%) covering Salaried (58%), business (21%) and self-employed (20%) professionals. The survey was conducted in 19 cities which includes Metro (57%), Tier 1(30%) and Tier 2 (13%) across India. Data was collected using face to face interviews. The Survey was fielded between Aug to Oct 2025. The Margin of error for this study is +/-3%. The survey also includes data from 2023 and 2020 report as well.

2025 Prudential Financial, Inc. (PFI) and its related entities. PGIM, the PGIM logo, and the Rock symbol are service marks of PFI and its related entities, registered in many jurisdictions worldwide.\*NCCS refers to the New Consumer Classification System developed by the Market Research Society of India (MRSI) and Media Research Users Council (MRUC) to categorize households based on the level of education of the main wage earner and the number of consumer durables owned by the household.

Mutual fund investments are subject to market risks, read all scheme related documents carefully.

# FOREWORD

As we stand at the crossroads of India's economic evolution, the question of how we prepare for our financial future has never been more urgent—or more complex. This report, "The New Retirement Landscape," is not just a collection of statistics; it is a mirror reflecting the hopes, anxieties, and aspirations of millions of Indian households.

Our findings are both sobering and inspiring. On one hand, we see a nation grappling with unprecedented financial anxiety. Nearly half of all respondents now worry about their finances, with rising costs, healthcare, and family responsibilities weighing heavily on their minds. The shift from long-term wealth creation to short-term survival is real, and it is reshaping the very fabric of our financial lives.

Yet, within these challenges lies a profound opportunity. Retirement planning has surged to the No. 1 financial priority for Indian families—up from sixth place in the previous survey. However, readiness has sharply declined: only 37% have a retirement plan today, compared to 67% in 2023. This widening gap between aspiration and action is the defining insight of this report.

## Why This Shift Matters

The big drop from the previous survey in 2023 must be understood in the context of COVID and its aftermath. During the pandemic, insurance—especially health and term—became the dominant theme, seen as a way to secure the financial future and, indirectly, as a proxy for long-term planning. But this year, decline in numbers for seeking insurance advice and investment, coupled with growing reliance on professional advice from MFDs, RIAs and wealth managers, with lowered retirement readiness yet rising retirement priority to number 1 position, signal a clear separation between protection and planning for retirement.

We believe this is a positive evolution rather than a setback. People are beginning to distinguish between safeguarding against risks and building a future for themselves. Another driver of this shift is rising sense of surpluses and shift towards lifestyle priorities seems to be enabling families to move beyond

providing for children and toward planning for their own retirement. Goal-setting for retirement has matured—it is not just financial planning, but a mental evolution toward self-focused security and dignity.

## A Moment to Embrace

This is the moment to take the next big leap. The mental distinction between protection and retirement planning must now translate into action— from the 'why' of long term goals to strategies on 'how-to'— where every Indian plans for retirement seriously, without external push. Yet, the awareness-action gap persists: traditional investments dominate, while retirement-focused portfolios remain underdeveloped.

To close this gap, every stakeholder—investors, advisors, regulators, and fund houses—must collaborate to create an inclusive, supportive ecosystem that empowers individuals to take that next step. Let's help India become a nation that actively chooses pathways to secure its future. If we succeed, the next survey will not just show heightened intent—it will reflect a nation actively securing its future.

At PGIM India, we are committed to leading this transformation. We believe that financial security is not a privilege, but a right—and that with the right guidance, every Indian can look to the future with confidence, dignity, and hope.

Let us seize this moment to build a more resilient, empowered, and financially secure India.



**Abhishek Tiwari**  
Chief Executive Officer

# THOUGHTS

Having witnessed the evolution of India's financial landscape from the vantage point of the mutual fund industry ecosystem—I see this report as capturing a dramatic shift in priorities, driven by rising sense of surpluses. For years, the persistent narrative was that the average Indian sought a “catch-all” number with no specific goals. But as sense of surplus have risen and positive sentiment in financial market have emerged, specific, self-oriented goals are now taking center stage like retirement planning, lifestyle upgrades, and entrepreneurial aspirations are increasingly prioritized over traditional family-centric concerns like children's education or medical emergencies. This is a profound mental evolution: from security-first thinking to aspiration-driven planning. The emergence of “self-oriented” goals as a priority seems to run parallel to the traditional priority given to “family-oriented” goals. In the aftermath of COVID, and the random loss of lives, there seems like a strong undercurrent and shift from “its all about the family” to also “what about me”.

While awareness about retirement and financial planning is stronger than ever, many households still gravitate toward traditional instruments—driven largely by familiarity bias—or experiment with DIY investing influenced by social media. These trends highlight one critical truth: **financial planning today is more complex than ever.** I believe seeking expert advice is not just wise—it's essential. Even if you prefer the DIY route, make professional guidance your second opinion. A quick review from a qualified advisor can turn uncertainty into confidence and make your decisions foolproof.

The encouraging sign is the growing engagement with financial advisors, mutual fund distributors, and wealth managers. This marks the beginning of a mindset shift—where Indians are realizing that structured guidance is not a luxury but a necessity. If this momentum continues, we will see sharper, more goal-driven decisions that align with long-term aspirations.



**Ajit Menon,**  
Senior Advisor

This report is a powerful reminder that financial decisions are shaped as much by psychology as by numbers. Beneath the surface, we see a striking truth: having a retirement plan doesn't just influence financial outcomes—it changes how people feel about money. Those without a plan experience significantly higher anxiety and negative emotions, while those with a plan report greater emotional stability. Planning reduces feelings of helplessness and frustration, making financial wellness not just a monetary goal but a psychological one.

The encouraging shift—the mental separation between protection and long-term goals like retirement—signals readiness for change. Employees are asking for organizational support: access to financial advisors, matching contributions, and flexibility to pursue side hustles. In a country without pensions or social security, these initiatives can be as **powerful as offering pensions—without the cost burden.** They boost productivity, loyalty, and the organization's reputation as a true partner in financial well-being.

Behaviorally, employer-led programs work because they act as **defaults enablers**, reduce complexity, and leverage social influence—when peers participate, others follow. **Indians have a collective security mindset, trusting employers as anchors for stability.** Providing education, tools, and flexibility makes planning feel achievable and normalizes action. This is not just about bridging gaps; it's about creating a culture where planning for the future becomes second nature—scaling retirement readiness across the workforce.

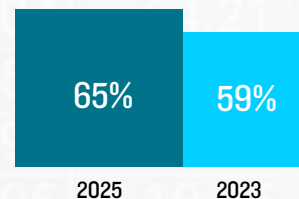


**Dr. Sagneet Kaur,**  
Senior Vice President,  
Behavioral Finance &  
Consumer Insights

# KEY HIGHLIGHTS

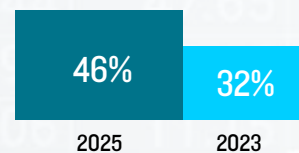
## 01 From Long-Term Planning to Short-Term Survival

Indian households have shifted focus from building long-term wealth to managing immediate expenses. Increased spending on EMIs, rent, and education (59% to 65% in 2025) has led to a decline in savings and investments, undermining future financial security.



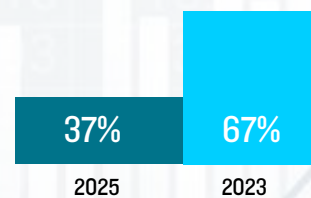
## 02 Financial Anxiety Reaches New Highs

Nearly half of respondents (46%) now report significant financial stress, up from 32% in 2023. Rising living costs, healthcare expenses, and family responsibilities are the main triggers, with anxiety spilling over into workplace productivity.



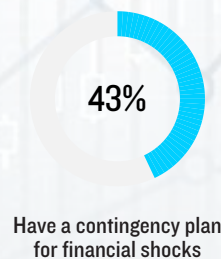
## 03 Retirement Planning Leads But Action Trails

Despite retirement becoming no.1 priority, only 37% have a retirement plan—down sharply from 67% in 2023. Psychological distance, knowledge gaps, and present-day pressures are causing many to delay or avoid planning for retirement.



## 04 Uncertainty Around Retirement Corpus and Contingency

Less than half know how much they need for retirement, and only 43% have a contingency plan for financial shocks. Most rely on self-estimation rather than professional advice, increasing the risk of being underprepared.



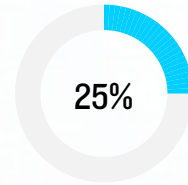
## 05 Growing Reliance on Family Support

Dependency on family post-retirement is rising, with 42% expecting to rely on children, spouses, or relatives. However, shrinking family sizes and evolving support structures make traditional safety nets less reliable.

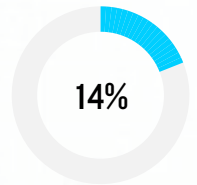


## 06 Alternate Income: The Missing Link in Readiness

While retirement is now the top financial priority, only 25% have an alternate income stream, and just 14% have both a retirement plan and alternate income. Alternate income is a key differentiator for true retirement preparedness.



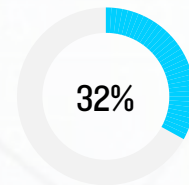
Have an alternate income



Have both alternate income and retirement plan

## 07 Digital Influence and the Advice Gap

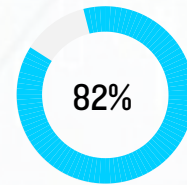
Many Indians prefer self-management or turn to social media influencers for financial guidance (32% followers act on influencer's advice without verification), while professional advisors remain underutilized due to trust and accessibility barriers.



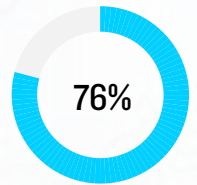
Act on social media advice without verification

## 08 Limited but Valued Employer Support

Employer-driven financial wellness initiatives are limited but highly valued. Employees increasingly expect support for retirement planning, passive income opportunities, and flexibility to monetise passions (82%) and as a result they feel more engaged with their organisations (76%).



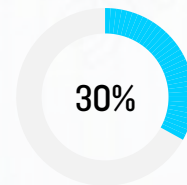
Employees want passive income flexibility



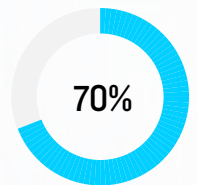
Employees feel more engaged with their organisations

## 09 Persistent Barriers and Quality Gaps

Procrastination, lack of knowledge, and trust deficits remain major obstacles. Even among planners, 30% did and 70% didn't consult financial advisor for retirement planning, many rely on DIY approaches, risking gaps in coverage and execution.



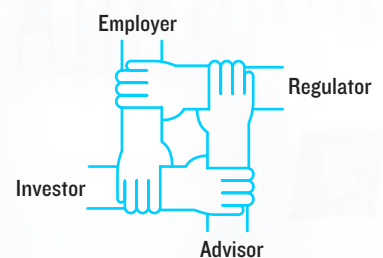
Consulted financial advisor



Didn't consult financial advisor

## 10 The Call to Action

The investors, advisors, employers and regulators have to come together in bridging the gap between awareness and action—through education, professional guidance, and supportive policies—is critical to ensuring financial security for India's next generation of retirees.

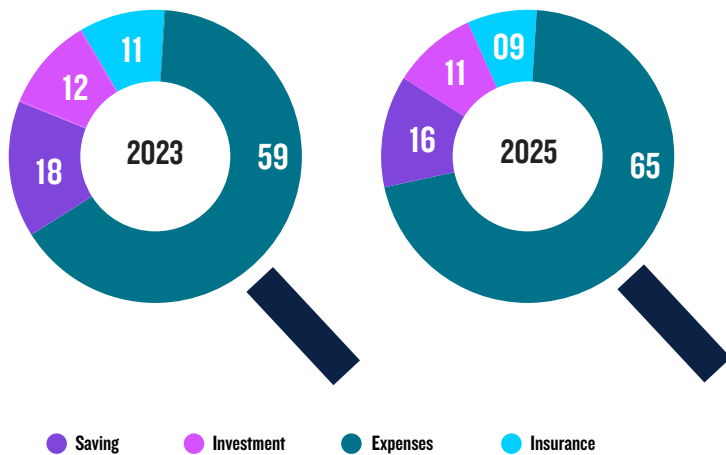


# EVOLVING FINANCIAL MINDSET & BEHAVIOR: FROM SAFETY TO BALANCE

But significant gap persists!

## Behavioral Trend: Household Financial Priorities Are Shifting:

Household financial priorities have shifted from long-term wealth creation to fulfilling more immediate needs, driven by rising living costs, urban rent pressures, and lifestyle inflation. In 2025, households allocate 65% of income to monthly expenses—up from 59% in 2023—while savings and investments have declined, reflecting heightened financial anxiety and a preference for liquidity. Aspirational spending on housing and education through EMIs and loans further strains budgets, reinforcing a behavioral pivot toward immediate needs and away from structured retirement planning.



## Loan Landscape Reshaped: Surge in Short-Term Borrowing, Decline in Home Ownership:

On digging deeper into the data asking people, that what kind of loans they are currently repaying, it evidenced that loan preferences between 2023 and 2025 show a marked behavioral shift toward short-term borrowing. Personal loans have risen sharply from 44% to 57%, and consumer durable loans jumped from 17% to 28%, reflecting increased liquidity needs and lifestyle-driven purchases. In contrast, home loans declined significantly from 47% to 29%, indicating reduced focus on long-term asset creation amid affordability concerns.

Notably, education loans have grown by 2% from 2023, signaling a positive trend toward personal growth and upskilling, as families prioritize future earning potential despite current financial strain.

	2025	2023
Rent	5%	3%
Loans (House, Consumer durables, Personal)	14%	13%
Skill development / Education	7%	5%
Household Expenses	39%	38%

Base 2025: 3088 Base 2023: 3009

Living cost is increasing day by day. Before we would spend Rs 100/- per day. But today we easily are spending Rs. 1000/- to Rs. 2000/- per day on our day-to-day expenses.

- 31 to 39 years, Male, Salaried, Chennai.

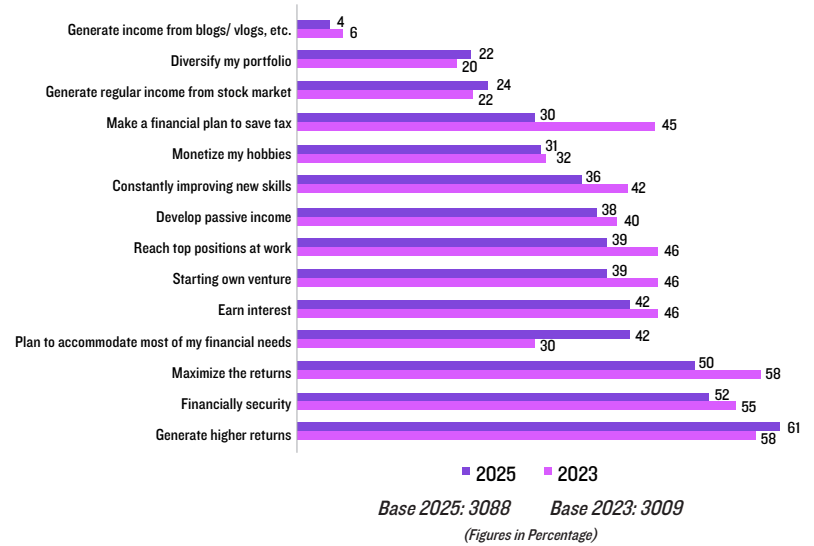
Income has increased and so have the expenses, starting from fuel cost, education cost to medical costs everything is on a rise, plus lifestyle changes with time which adds to expenses which we didn't have earlier.

- 40 to 50 years, Female, Salaried, Ahmedabad.

## Financial Goals: Stability and Growth Take Center Stage:

Financial goals in 2025 show a stronger focus on predictable growth and security rather than risk. “Generate higher returns” remains the top priority, rising from 58% to 61%, while “financial security” holds almost steady at 52%. Goals like “planning for financial needs” (42%) and earning higher interest (42%) remain important, but aspirations such as “starting own venture” (42% → 39%) and “developing passive income” (39% → 38%) have slightly declined, reflecting reduced appetite for uncertainty. Lifestyle goals like monetizing hobbies (31%) and income from blogs/vlogs (4%) stay niche, indicating households prefer structured, low-risk strategies over experimental income streams.

Goals related to generating wealth for Indians



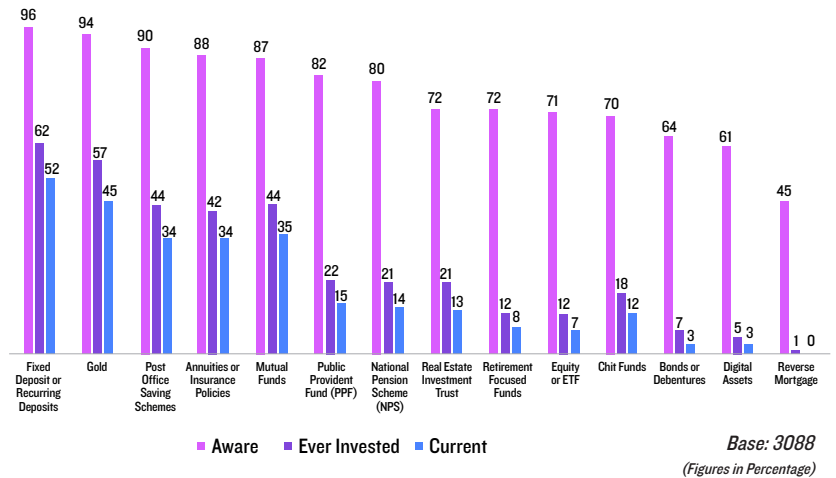
## From Awareness to Action: But Significant Behavioral Gaps Persists

Indian investors have moved from knowing about products to actively balancing portfolios, but the pace of change reveals both progress and persistent behavioral gaps.

The illustration shows awareness vs actual investment across products. Awareness is near universal for traditional instruments—FDs (96%), Gold (94%), and Post Office Schemes (90%)—and these dominate current usage (FDs at 52%, Gold at 45%). Mutual funds stand out with 87% awareness and 35% current investors, signaling growing trust and adoption.

However, products like PPF and NPS, despite high awareness (82% and 80%), see low conversion (15% and 14% current usage), pointing to complexity or lack of urgency. Riskier or newer instruments—REITs (13%), Equity ETFs (7%), Digital Assets (3%)—have begun to show up and warrant close observation in future data and trends as they evolve.

Awareness and adoption of financial products among Indians



## 2025 Mirrors 2023—Mutual Funds Lead the Charge:

Gradual shift from pure safety to growth-oriented choices. While traditional instruments like FDs and Gold (FDs: 59% → 52%, Gold: 50% → 45%) saw slight declines from 2023 to 2025, mutual funds emerged as the strongest gainer (23% → 35%), and while PPF and NPS gained modestly, an early interest in alternatives like REITs (jumped from 4% to 13% in 2022 to 2025 report) is visible despite lingering complexity and volatility concerns.

## Confidence Trumps Convention—Older Investors Go Bold:

Older, high-income investors are breaking the traditional glide path—favoring equities more aggressively. Equity allocation reaches 80% among 51–60-year-olds earning ₹2L+, while younger, low-income groups remain conservative with 10–25% in equity. This trend highlights how confidence and financial capacity are reshaping conventional risk norms.

## 2023 vs 2025: The Shift from Safety to Growth

Investor priorities have undergone a clear evolution—from fear-driven choices in 2023 to a more balanced, aspiration-led approach in 2025, blending protection with progress.

Dimension	2023 Snapshot	2025 Snapshot	Key Shift
Mindset	<p>Money = <b>Protection &amp; Self Identity</b></p> <ul style="list-style-type: none"> <li>• Fear of shocks (COVID)</li> <li>• Emotional codes: Freedom &amp; Gratification</li> <li>• Trust anxieties (fraud, digital)</li> </ul>	<p>Money = <b>Protection + Progress + Permission</b></p> <ul style="list-style-type: none"> <li>• Protection (family security)</li> <li>• Progress (systematic growth)</li> <li>• Permission (lifestyle, freedom)</li> <li>• Security + Aspiration integrated</li> </ul>	From fear-driven → aspiration-driven
Portfolio	Conservative: FDs, RD, gold, LIC Limited MF/equity	Balanced: SIPs, MFs, NPS + FDs, gold, property	From safe-heavy → growth-inclusive
Liquidity vs Long-term	Emergency-first post-COVID; long-term aspirational	Dual track: emergency buffers + systematic retirement/education planning	From emergency-first → integrated planning
Risk Appetite	Low; fear of loss; MF adoption niche	Medium to high risk; SIP adoption normalized via digital apps	From avoidance → disciplined adoption
Insurance	Protection + investment conflated; fear-driven	Normalized; clear role separation (term/health vs growth)	From mixed up understanding → clear role-based planning (protection as hygiene, growth as goal)
Retirement	Underutilized NPS, PPF, REIT; strong preference for LIC, gold	Awareness growing but adoption low; complexity & trust barriers persist	From neglect → awareness stage (behavior conservative)
Digital Adoption	Low; trust anxieties dominate	New age fintech apps widely used by younger cohorts; convenience > skepticism	From distrust → convenience-led adoption

Insights drawn from qualitative research done by NielsenIQ, in 2025 across 19 cities during Aug – Oct 2025

COVID was a turning point in my life; it made me realize how unpredictable life is. Now I prefer small, flexible investments over locking money long-term. Improving my home or buying a bike feels more rewarding than waiting years for returns. ”

– 31 to 39 years, Male, Salaried, Jaipur.

After COVID, many colleagues started side businesses. It made me realize the value of having a backup—now I am exploring something small too, not to get rich, but to feel secure if things go sideways again. ”

– 40 to 50 years, Male, Salaried, Ahmedabad.

# FINANCIAL ANXIETY IS RISING

## When money keeps us up at night!

It's 2025, and the mood in Indian homes is shifting. The numbers tell a story, but it's the voices behind them that reveal the true emotional landscape of financial life.

Nearly half of all respondents—46%—now say they feel anxious about their finances. That's a dramatic leap from 32% just three years ago. But what does anxiety look like in real life? It's the sleepless nights,

the quiet calculations at the dinner table, the silent worry about tomorrow's bills.

This anxiety isn't just a private burden. It's seeping into workplaces, with 67% admitting that financial stress is hurting their productivity. The triggers are everywhere: rising prices, medical emergencies, the pressure to provide for family, and the ever-present fear of not having enough.

### The Anatomy of Anxiety: What Keeps Us Worried?



#### Meaning of Financial Anxiety:



Base : 1415



#### Reasons For Financial Anxiety:



Base : 1415



#### Financial Worries Related To Retirement:



Base : 819

Financial anxiety for Indians goes beyond numbers—it reflects fears of unexpected expenses, not having enough money, and difficulty making decisions, often intensified by comparisons with others. Rising living costs, healthcare expenses, and family responsibilities remain the biggest triggers, compounded by debt and job insecurity. Retirement adds another layer of stress, with inflation and cost of living leading concerns, followed by health risks and family not supporting along with a risen fear of outliving savings after retirement. These shifts show that planning is no longer just about wealth accumulation—it's about managing uncertainty across life stages. But behind every percentage is a story.

The main problem for me is that I find it challenging, how will I manage after retirement, I am worried because inflation is too high. Things are becoming expensive day by day.

– 31 to 39 years, Businessman, Pune.



So there are so many things in my mind, like I use to plan everything but what if something comes up suddenly, like may be someone is not well at home etc. Then my full planning goes for toss.

– 40 to 50 years, Salaried, Jaipur.



# RETIREMENT PLANNING IS SLIPPING.

## The Great Indian Gap!

Only 37% of Indians have a retirement plan—down from 67% in 2023.

The gap between knowing and doing is widening, even as awareness grows.

### Who Plans? Who Waits?



Plan adoption rises with age:

Peaks at 85% for ages 51–60, then drops for 61+.



Income is a key driver:

Nearly half of those earning ₹1.5 lakh+ (Per Month) plan for retirement and prefer investing in retirement focused funds .

Only 1 in 3 earning below ₹50,000 (Per Month) do the same.

Base: 3088

### Why Do Indians Put Off Retirement Planning? The Real Story in Numbers

Retirement planning isn't being ignored—it's being postponed, sidestepped, or simply lost in the fog of daily life. The data reveals a fascinating mix of procrastination, uncertainty, trust issues and shifting priorities—reveal a nation caught between intention and action:

#### Living for Today/affordability mindset



- 33% say their income only covers basic needs (down from 55% in 2023, but still significant).
- 32% save or invest, but without a specific retirement goal.

#### The Future Feels Fuzzy



- 25% say the future feels vague and unclear—making it hard to plan for something they can't visualize.

#### A Growing Minority: Never Retiring



- 30% now say they don't plan to retire at all (up from 24% in 2023). For some, work is life—or retirement just isn't realistic.

#### Procrastination is the Default



Retirement feels optional: Especially for the young, who see continuous work or entrepreneurship as the norm.

47% say, "I'll start planning for retirement in a few years." This "not now, maybe later" mindset is especially strong in the West and Tier 2 cities.

#### Knowledge & Trust Barriers



- 40% admit they lack sufficient knowledge of financial products (highest in the North and even among those earning above ₹75k).
- 40% don't trust financial advisors or representatives.

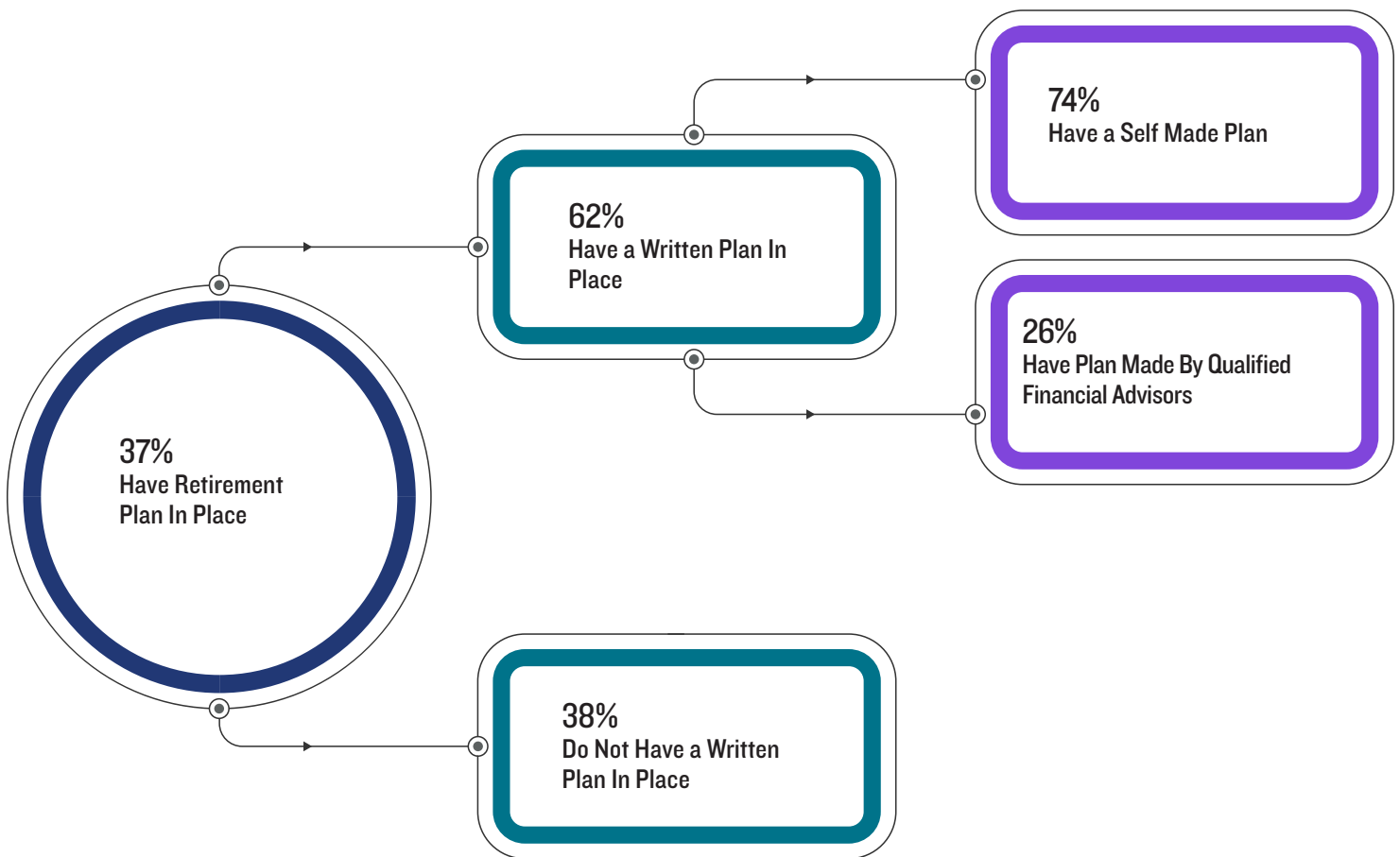
#### Family & Present Pressures



- 38% in joint families feel less urgency to plan—relying on traditional support systems.
- 34% say they have to compromise on the present to save for retirement.
- 34% find it difficult to save and plan at all.

## Retirement Plan: Key Findings at a Glance

### 01 Indians are delaying action and relying on DIY plans:



Indians typically start retirement planning at **37 years (from 33 years in 2023 report)**, with younger cohorts beginning earlier and older ones much later. Signaling a growing tendency to delay future preparation as current expenses take priority.

While **50% (from 63% in 2023 report)** believe their plans cover all needs, confidence is higher among affluent groups.

Strict adherence is slightly slipping with **51% adhering diligently (from 54% in 2023 report)** and is common among high-income earners, though many in metros miss some aspects, highlighting gaps between intent and execution. With **9% (increase from 4% in 2023 report)** failing to follow their plans.

Base 2025: 1153 Base 2023: 2011

## 02 Planners Diversify, But Familiarity Still Rules

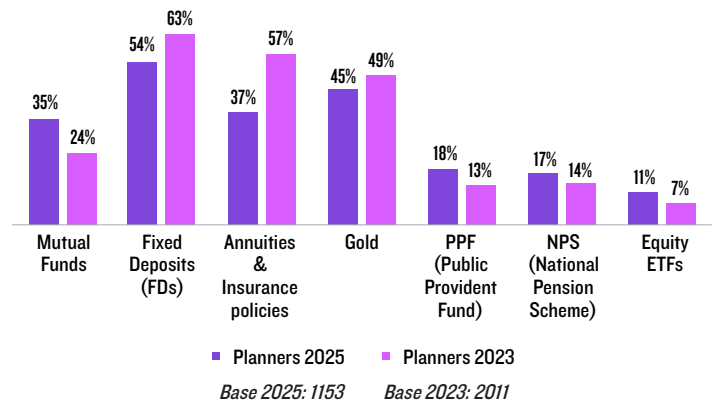
Diversification is happening, but planners still balance growth with security: Planners are moving beyond traditional instruments, but the shift is gradual. Mutual fund adoption has jumped from 24% in 2023 to 35% in 2025, signaling growing trust in market-linked products. Equity ETFs have doubled to 11%, and structured retirement tools like PPF (18%) and NPS (17%) show almost steady traction.

However, safety anchors remain the first choice—although FDs dropped from 63% to 54%, and annuities/insurance fell from 57% to 37%, yet both remain significant. Gold continues to hold closer to 45%, reflecting cultural comfort with tangible assets.

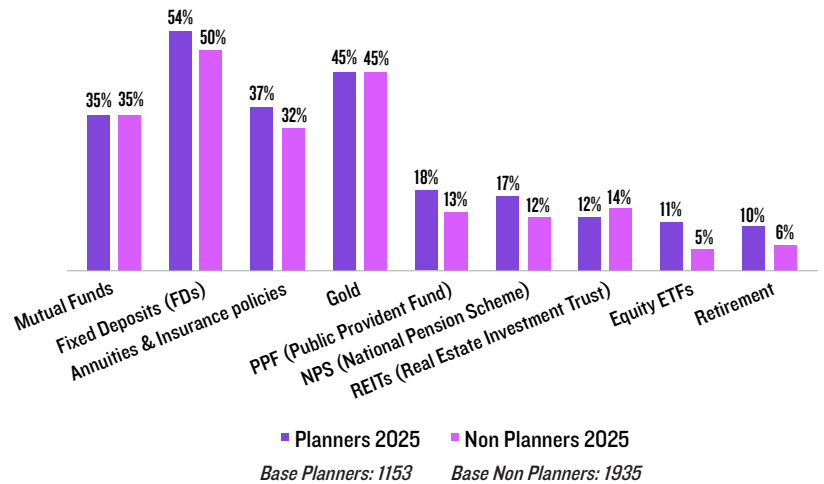
Having a plan correlates with broader portfolios, but both groups (with and without retirement plan) retain strong familiarity bias toward FDs and gold: Those with a retirement plan invest more in mutual funds (35% vs 35%—equal here but deeper adoption of ETFs and REITs), PPF (18% vs 13%), and NPS (17% vs 14%) and retirement focused products. They also show higher engagement with emerging options like ETFs (11%), and REITs (12%) compared to non-planners (5% and 14%).

Non-planners lean heavily on traditional choices—FDs (50%) and gold (45%)—with limited exposure to structured retirement focused products.

Preferred Investment Options for Retirement Planning



Investment Choices With and Without Retirement Plan



We've talked about retirement but not planned properly. We think our PF and some deposits will be enough, though I'm not sure. I wish someone had guided us earlier on how to plan it properly. ”

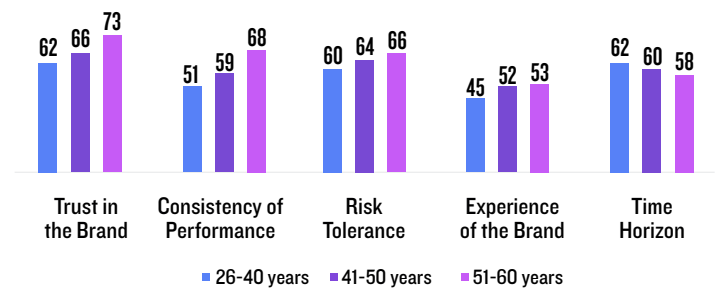
— 51 to 60 years, Female, Salaried, Ahmedabad.

### 03 Older Investors Prioritize Trust In Brand Over Performance

Trust dominates as the biggest driver of mutual fund adoption—73% of older investors (51–60 years) prioritize it, compared to 62% among younger cohorts (26–40). Older groups also lead on consistency of performance (68% vs 51%), risk tolerance (66% vs 60%), and brand experience (53% vs 45%), showing a strong familiarity bias. These investors anchor decisions in reliability and proven stability.

The only exception is time horizon: Younger investors take a slight lead at 62%, favoring flexibility in shorter premium terms (3–5 years), which reflects convenience, flexibility, almost equally important to than growth and risk taking.

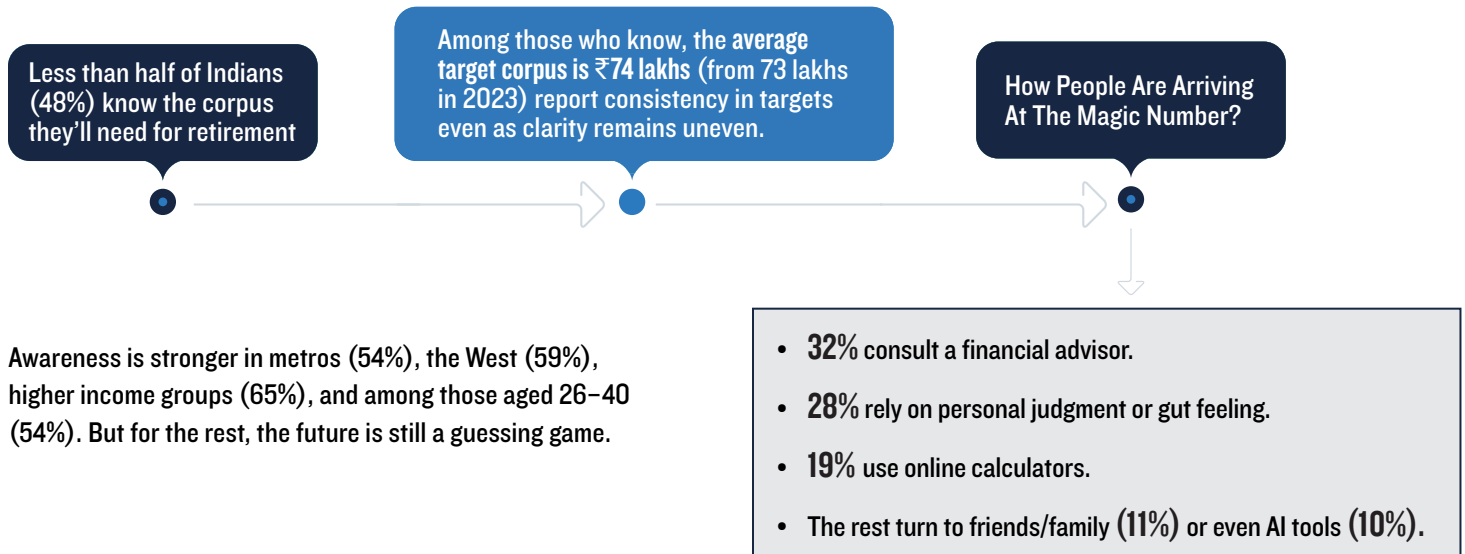
Key Drivers of Mutual Fund Adoption by Age Groups



Base: 1606  
(Figures in Percentage)


### 04 Corpus Awareness is Limited:

When it comes to retirement, knowing “how much is enough” is half the battle won. Yet, for many Indians, this number remains a moving target. One reason could be personal inflation — rising lifestyle costs that many of us fail to account for. Here is what the data reveals:



Base: 1484

## 05 Contingency Planning is Weak:



Only 43% have a contingency plan for financial shocks.

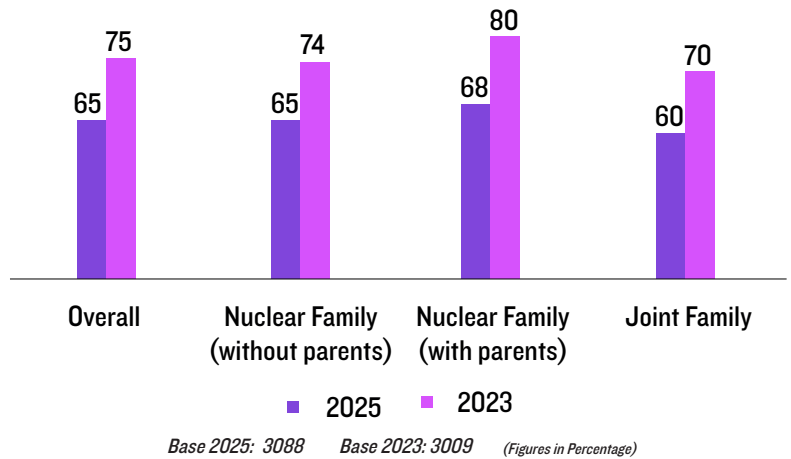
Preparedness is highest in the North (51%), Tier 1 cities (63%), and among higher earners (56%). For the majority, emergencies remain a looming risk.

Indians are aiming higher, but most are navigating retirement planning without expert guidance or robust contingency plans. Awareness is growing, but action—and quality—still lag behind. Bridging this gap is critical to turning ambition into real security.

## 06 Feeling' Of Financial Security Takes a Hit:

Defined as confidence in meeting current and future needs without financial stress, the 'feeling of financial security' has weakened. This decline, even as ambitions for retirement planning rise, highlights a sobering reality: in 2025, overall financial security has dropped sharply across households compared to 2023, most notably in the East, West, and among those without a retirement plan.

Sense of Financial Security Across Family Structure

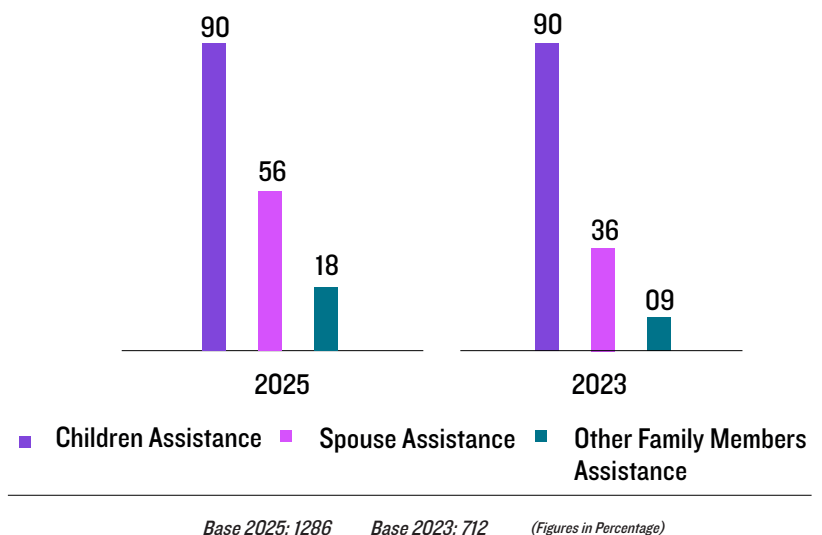


## 07 More Indians Rely on Family Support

**42% (from 24% in 2023 report) of Indians** now expect to depend on family for support/assistance post-retirement

Dependency on family remains strong, with children as the primary support and growing reliance on spouses, while support from extended family has doubled—signaling shrinking family sizes and evolving household dynamics. At the same time, financial security is weakening, making traditional safety nets less reliable. This shift underscores a critical reality: retirement planning in India is no longer just about building a corpus—it's about preparing for a future where family support may be uncertain and personal financial independence becomes essential.

Family Support in Financial Assistance in Retirement



# THE NEW PRIORITIES: INDIA'S FINANCIAL MINDSET IS SHIFTING

## From superficial planning to a more realistic understanding!

Retirement has risen from the 6th to the 1st priority for Indian households, even as reported readiness dropped sharply from 67% (2023) to 37% (2025).

### Rank 1:

Planning for Retirement:



Planning for life after retirement is the key priority, majorly driven by East & Monthly Income of 50-70K → RANK 6 in 2023

### Rank 2:

Buying a bike/Car:



Upgrading lifestyle by buying a car/bike, majorly driven by South, Business owners, PI less than 50K, Monthly Income less than 75K, Have retirement Plan & Not aware of Corpus amount → RANK 20 in 2023

### Rank 3:

Financial security:



Financial security for my parents / other family members Driven by East, have a Retirement Plan & Consulted a financial Advisor → RANK 9th in 2023

### Rank 4:

Venture/ Business:



Starting a new Venture/Business, driven by South, PI<sup>1</sup> & MHI<sup>2</sup> less than 75K, not aware of Corpus & have a contingency plan → RANK 8 in 2023

### Rank 5:

Marriage of Self/Family member:



Majorly driven by North, East, West, Tier 1, PI less than 50K, have a retirement plan & consulted a financial → RANK 10 in 2023

### Rank 6:

Financial Security of Spouse:



Driven by East, Tier 1, & Females → RANK 4 in 2023

Base 2025: 3088 Base 2023: 3009

Retirement planning moving from sixth place to the No. 1 financial priority is a significant and encouraging development. It reflects a growing awareness that long-term security matters—and that retirement is no longer a distant afterthought. Rising incomes and surpluses have likely contributed to this shift, enabling households to think beyond immediate needs and start considering self-focused goals like retirement, lifestyle upgrades, and even entrepreneurial aspirations. This signals a mental evolution toward planning for dignity and independence in later years.

<sup>1</sup>Personal income

<sup>2</sup>Monthly household income

At the same time, readiness has declined—from 67% in 2023 to 37% in 2025. While the reasons are not definitive, some patterns stand out. During COVID, insurance—was often mixed up with retirement readiness, inflating earlier readiness figures. Today, there's been a reasonable drop in people seeking advice from insurance agents (51% from 62% in 2023) —alongside rising engagement with mutual fund distributors (62% from 44% in 2023), RIAs (27% from 10% in 2023), and wealth managers (17% from 15% in 2023) suggests that people are beginning to separate protection from wealth creation. This is a positive sign of maturity, even if execution is lagging.

Other factors may also be influencing this shift. Economic uncertainty has made people more cautious about their future, while a growing focus on work-life balance and lifestyle upgrades is reshaping financial priorities. Aspirational cues—driven by social proof and the influence of peers—are encouraging individuals to think beyond basic security. Even rising social media trends like FIRE (Financial Independence, Retire Early) appear to be generating some interest, with some Indians possibly aspiring to achieve financial freedom from their primary jobs earlier in order to pursue personal passions and goals. These trends, though are still emerging, point to a broader cultural evolution where retirement planning is not just about safety—it's about choice, flexibility, and living life on one's own terms.

## Beyond Retirement: How Other Priorities Shifted

While retirement planning has taken the top spot, the movement across other priorities tells an equally compelling story. In 2023, family security—spouse, children, and parents—along with health and medical emergencies dominated the list. By 2025, these have slipped down the ranks, while aspirations have climbed sharply. Buying a vehicle moved from 20th to 2nd, starting a venture from 8th to 4th, and getting a better or stable job or promotion from 15th to 8th.

Lifestyle improvement now ranks 7th (vs 5th earlier), while physical and mental fitness jumped from 7th to 14th. Conversely, providing for a child's future and child security dropped to 9th and 10th, possibly absorbed into the broader basket of family security—which came up in the rank from 9th to 3rd. Health-related priorities also saw a decline: medical emergencies moved from 3rd to 13th in 2025.

**What could this mean?** One possibility is that family responsibilities and health concerns, which surged during COVID, have now become hygiene factors—seen as essential but no longer urgent. Rising sense of surplus resulting from growing positive sentiment across financial markets and also there is a clear continuation of the trend first observed in the 2023 post-COVID report—an intensified focus on self-identity and aspirations. Today, in 2025, we can see clear evidence of this evolution appearing more nuanced and deeply shaped by time. After 3 years of pandemic, financial priorities are increasingly dominated by self-oriented goals, with retirement planning and lifestyle choices rising to the top of the list, where protection and providing for family have become hygiene factors rather than aspirational goals anymore. Another angle could be cultural and aspirational shifts—social proof, lifestyle influence, and even movements like FIRE (Financial Independence, Retire Early) nudging people to think about personal freedom and passion projects.

These patterns don't suggest that family or health priorities have vanished—they remain important. But the way they are ranked hints at a broader evolution: from security-first thinking to aspiration-driven planning. Whether this trend sustains or accelerates will depend on economic conditions, cultural norms, and how financial ecosystems respond to these emerging needs.

# HAZY VISION OF THE FUTURE

## Can't Picture the Future, Can't Plan for It!

One of the main reasons why we procrastinate on retirement planning—the answer lies in psychological distance: for most, retirement feels like a far-off land—abstract, emotionally distant, and hard to visualize. When people can't see themselves in the future, motivation to plan fades, and procrastination takes over.

3 out of 4 Indians claim to plan for more than five years ahead, only a minority have a clear vision of that future.

less than 5 years (40%), 5–10 years (30%)  
more than 10 years (30%).

### Vision for the Future: Vague, Not Vivid

Despite these long planning horizons, clarity is lacking, describe their vision for the future:

52% admit it's "extremely vague to moderately clear."

But

48% say it's "clear and detailed" or "extremely clear."

When the future feels vague, our brain struggles to form an emotional connection with it—making motivation to plan almost nonexistent. Behavioral science shows that people are wired to act on goals that are vivid, emotionally rewarding, and easy to visualize, like buying a home or a car. In contrast, abstract goals with distant, unclear outcomes—such as retirement—trigger procrastination because they fail to activate the same emotional circuits. The solution lies in bridging this psychological gap: making these long-term goals concrete, relatable, and emotionally engaging. Greater clarity is the key to turning intention into action.

### When Age Shapes How We See the Future

Retirement remains "too far" for the under 35s, somewhat neglected by 35–45s, but very real for 45+. The psychological distance narrows with age — but often too late for optimal compounding.

#### 26-30 cohort:

Retirement feels abstract and decades away; focus is on travel, gadgets, and marriage.

"something I'll start after 30–35"

#### 31-40 cohort:

Recognize importance but prioritize family needs; retirement readiness is

"next on the list."

#### 41-50 cohort:

Retirement feels urgent; anxiety spikes over inflation and adequacy of savings.

"Will my FDs and insurance be enough? What about inflation?"

#### 51-60+ cohort:

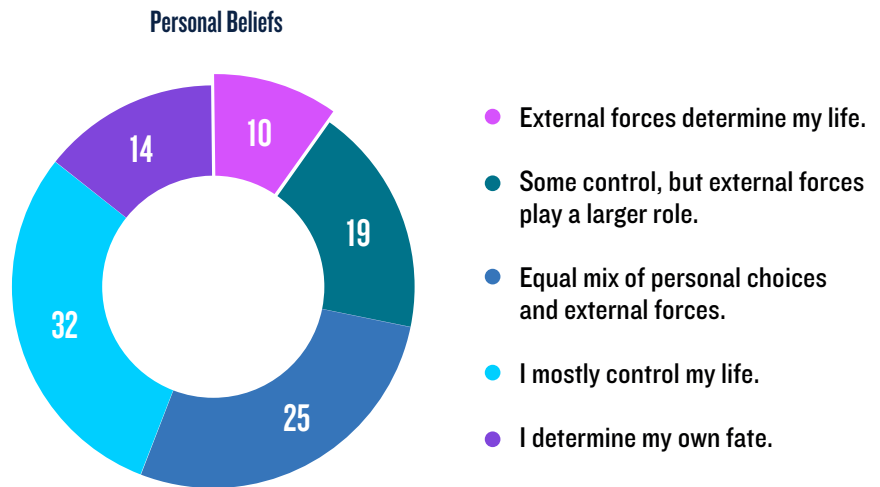
Retirement is imminent; safety and guaranteed income become paramount.

"I should seriously start now, plan for it"

Insights drawn from qualitative research done by NielsenIQ, in 2025 across 19 cities during Aug – Oct 2025

## Who's in Control? Locus of Fate

Locus of control strongly influences retirement planning behavior. Only 14% believe they fully control their fate, while 32% feel they mostly control life—these groups are more likely to plan because the future feels actionable and under their own control. In contrast, 29% attribute control largely to external forces, creating psychological distance: when outcomes seem beyond personal influence, planning feels futile. This gap highlights why strengthening perceived control is key to driving proactive financial behavior.



Base: 3088  
(Figures in Percentage)

## Feeling Good Isn't Enough: Optimism Bias Delays Planning

If money feels stressful planning for the future often takes a back seat. On the other hand, when finances evoke peace, joy, or satisfaction, planning feels easier and more natural and often induces optimism.

Even though **positive emotions about finances dominate** (Peace 76%, Joy 75%, Satisfaction 75%), structured retirement planning still lags overall. This reveals a critical insight: **feeling good about money doesn't automatically translate into action**. Planning requires not just confidence but urgency and clarity—both of which are often missing due to psychological distance and optimism bias. People assume “things will work out,” so they delay structured planning despite emotional comfort.

### Top Negative Emotions (high to extremely high):

Anxiety (34%), Helplessness (33%), Frustration (31%) and Sadness (30%) → linked to avoidance of planning.

### Positive Emotions Dominate (High to extremely high):

Peace (76%), Joy (75%), Satisfaction (75%),  
Pride (59%) → associated with confidence and readiness.

Base: 3088

When we look beneath the surface, people who have a retirement plan and those who don't report similar levels of positive feelings about money. But the real difference emerges in negative emotions: those without a retirement plan are far more likely to feel sad (65%), helpless (64%) and frustrated (63%) about their finances, compared to those with a plan (61%, 57% and 56% respectively). Having a retirement plan doesn't just shape financial outcomes—it measurably reduces the intensity of negative emotions tied to money.

**This awareness-action gap is where the real challenge—and opportunity—lies.**

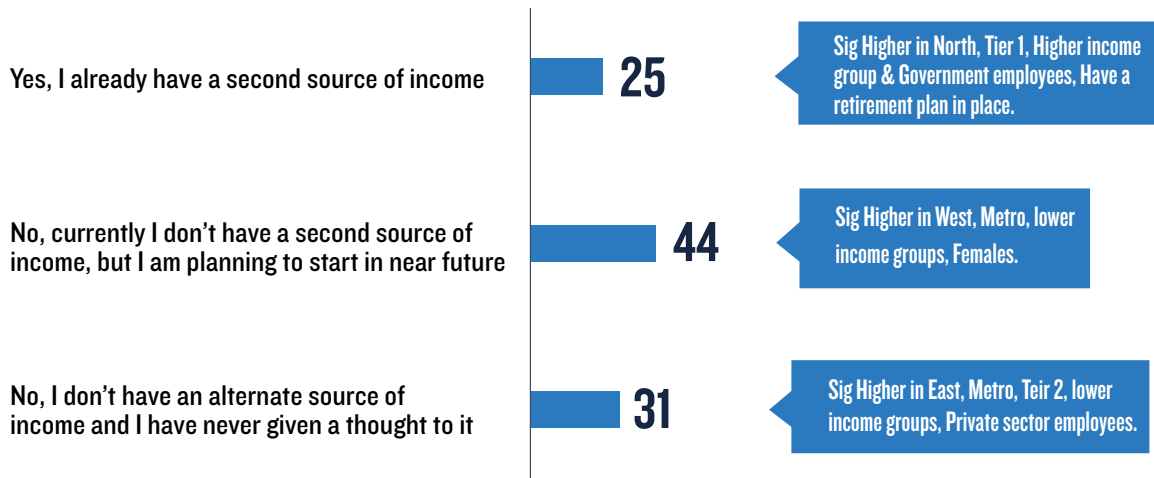
# ALTERNATE INCOME: THE MISSING LINK IN RETIREMENT READINESS

## Unlock the Hidden Power of Alternate Income!

As retirement climbs to the top of India's financial priorities, a crucial gap remains: actual preparedness is still low. One factor that clearly boosts readiness is having a second source of income.

Only 25% of Indians report having alternate income.

Those who have, 27% of total income is contributed by alternate source.



Base: 3088  
(Figures in Percentage)

### Benefits:

Those with alternate income are more likely to plan for retirement.

Additional earnings build confidence and a sense of control.

Asset-building and disciplined habits (like SIPs and property investments) are more common among this group.

My main business is auto accessories, but I started an online store after COVID. That extra income helped me start a retirement policy and plan beyond just one income stream.

— 40–50 years, Business, Chennai.

I earn from my business and some freelance design work online. That extra money goes into SIPs, and a small retirement plan I started last year. Having a second income makes it easier to think beyond daily needs. I can plan long-term.

— 26 to 30 years, Business, Delhi.

## Indians' Preferred Sources of Alternative Income

Among the top two contenders every time, financial investments have strengthened their lead this time as the top source of passive income, rising to 46% in 2025 from 42% in 2023. Followed by income from unique skills remains the second most preferred option, though it dipped slightly from 44% to 40%.

Despite these shifts, both continue to dominate over traditional sources like rent (35%) income signaling a clear preference for scalable and skill-driven income streams over asset-based or time-bound options, as people seek flexibility and growth potential rather than static returns.



Base: 2132

## But We Still Miss: The Game Changer

Yet, only 14% have both a retirement plan and alternate income—a sharp drop from 26% in 2023.

And

Striking 51% neither have alternate income nor retirement plan, up from 23% in 2023.

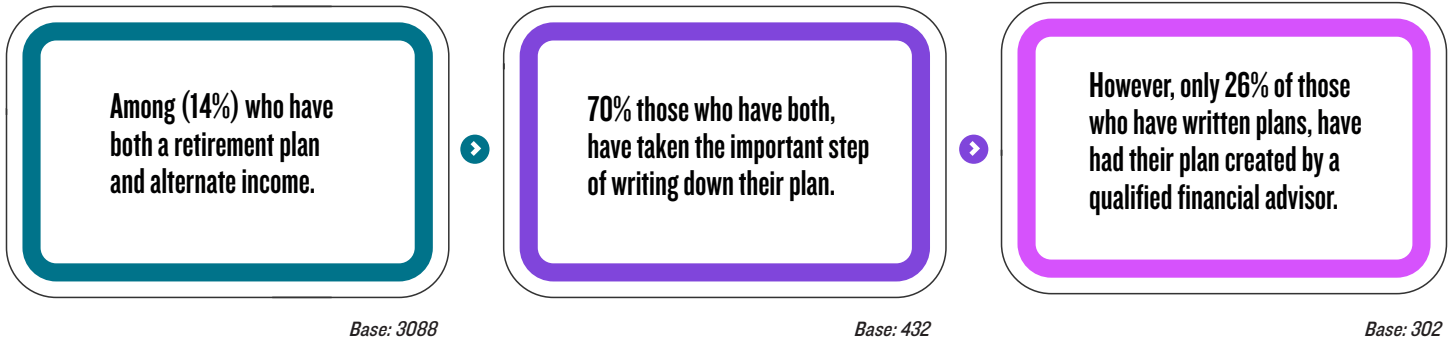
Base 2025: 3088 Base 2023: 3009

This gap between those who have both and don't have any, appears to persist even as intention and awareness remain high and given that alternative income boosts sense of control and aids retirement planning. Retirement planning readiness has declined, despite rising sense of surplus and retirement becoming the first priority shows aspiration and action gap. It could be that the earlier urgency to create alternate income streams seems to have softened. Having said that, this lifestyle prioritisation

along with increased sense of surplus might be leading people towards behavioral factors like optimism bias, but these patterns need closer observation in future data before drawing firm conclusions.

This sharp drop from 26% to 14% can also be partly attributed to the lingering after-effects of COVID and the 2021–22 recession, which shifted priorities—people faced job uncertainty, sought peace over typical 9–5 roles, and embraced work-life balance during lockdowns. This period gave many the time and space to experiment with unique skills and open investment (demat) accounts—indeed, nearly 37 million new demat accounts were opened in FY 2024, and India's total crossed ~185 million in 2024, up ~46 million from the previous year—underscoring high intention and awareness, even as structured action lags.

## Its Still Not Enough: Bridging “Quality Gap” Is Crucial



While two-thirds have written down their retirement plan, only 26% have had it reviewed by a qualified advisor—revealing a growing DIY trend. This independence reflects confidence, but it also introduces **behavioral blind spots** like optimism bias (“things will work out”), overconfidence, and psychological distance from future risks. These biases can lead to plans that feel complete but miss critical elements such as inflation impact, tax efficiency, or contingency buffers.

**The primary approach should be advisor-driven planning.** Expert guidance ensures that retirement plans are robust, stress-tested, and aligned with long-term goals. However, even if you prefer a DIY approach, professional advice should serve as a **second opinion for peace of mind**. This balanced model respects autonomy while adding a layer of security—helping individuals validate decisions, uncover blind spots, and turn confidence into true preparedness.

Being economically independent gives me freedom, but after retirement, without enough savings, I’ll become dependent. I don’t want to rely on my daughter or be answerable for every action—that would feel insulting.

— 40 to 50 years, Female, Salaried, Ahmedabad.

# THE CHANGING FACE OF FINANCIAL ADVICE

## From Sellers to Strategic Partners!

Until recently, financial advisors were often seen as product pushers—someone you met when buying insurance or opening a mutual fund. That perception is changing. Today, advisors are emerging as **co-managers of personal wealth**, guiding individuals through complex decisions and life-stage planning.

**One in five Indians** consulted a financial advisor for personal finance in the past year, with an average investment of **₹97,000** after consulting an advisor. Age plays a big role too—while only **15%** of **20–30-year-olds** seek advice, this figure climbs to **60%** among those **aged 51–60**, seeming to reflect a growing preference to professional guidance as retirement nears.

**92%**  
of those who sought advice say they feel more confident making financial decisions.

**87%**  
report greater consistency in setting long-term goals.

**86%**  
say their financial anxiety has reduced significantly.

Base: 629

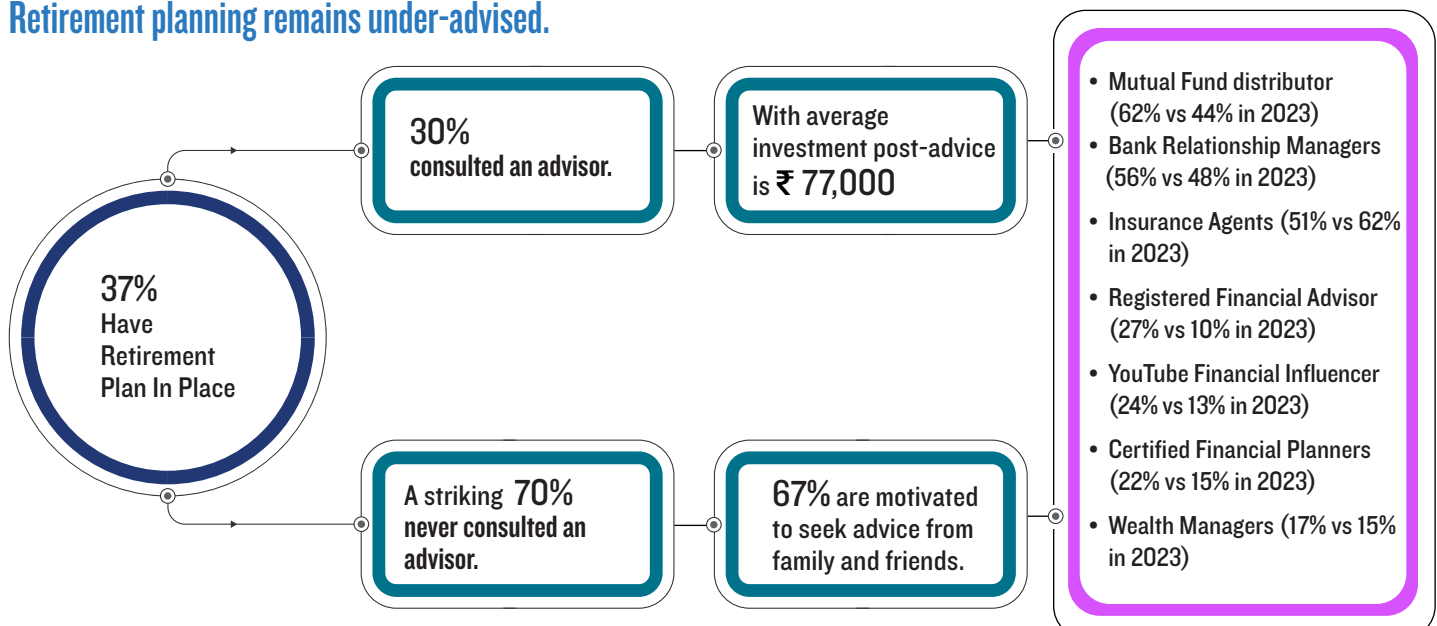
### Why Advisors Matter More Than Ever

Role	What They Do
Strategists & Educators	Decode complexity—make ULIPs, SIPs, equity, and retirement-linked insurance easy to understand for all age groups.
Portfolio Designers	Build holistic plans balancing growth, safety, health, emergency funds, and passive income streams.
Emotional Anchors	Act as stabilizers, reducing stress during major life transitions.
Solution Customizers	Tailor strategies—because one-size-fits-all planning no longer works.

Consulting a financial advisor helped me realize my corpus was inadequate. It structured my SIPs and insurance better. I now know exactly where my money goes—and feel more confident and in control.

— 31 to 39 years, Male, Salaried, Delhi.

### Retirement planning remains under-advised.

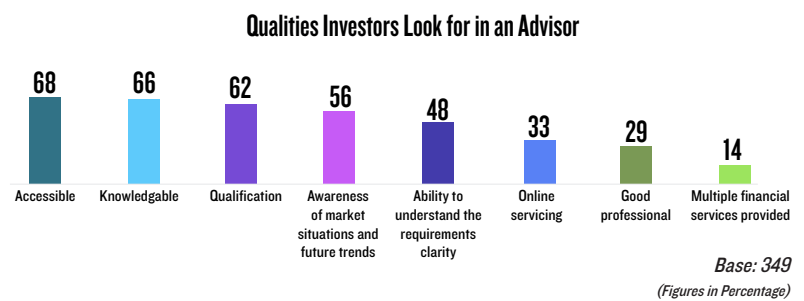


Base 2025: 349 Base 2023: 608

Still, Indians are seeking financial advice less actively (Only 30% consult a financial advisor, similar to 2023 report), but now not just from the traditional sources— Mutual fund distributors tops the list with sharp rise (62% vs 44% in 2023 report) followed by bank relationship managers (56% vs 48% in 2023) and insurance agents (51% vs 62% in 2023, with a significant decline) remain dominant, and registered financial advisors (27% vs 10% in 2023) signals a growing need for authentic, personalized, expert guidance. Above data indicates that YouTube influencers and certified planners have been gaining more attention, which could suggest a growing interest in accessible information and trusted professional guidance for financial decisions.

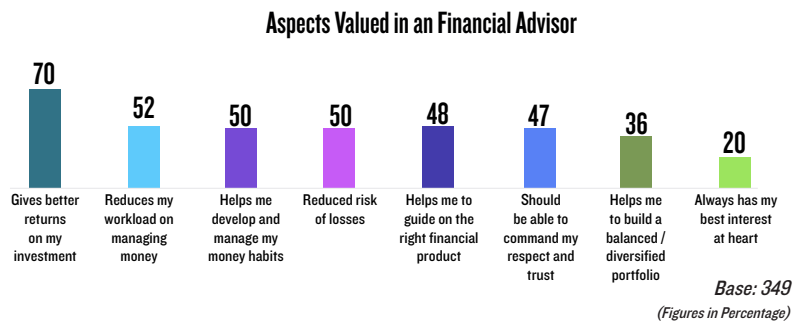
## Accessibility Tops the Advisor Checklist

Indians value **accessibility (68%)** and **knowledge (66%)** most in financial advisors, ahead of qualifications or market awareness. This shows that trust and ease of reach matter more than other credentials—people want advisors who are approachable and clear, not just technically skilled.



## Returns Rule Money Management Priorities

For Indians, managing money is primarily about **better returns (70%)**, far ahead of reducing workload (52%) or help to develop and manage my money habits (50%). This shows a strong performance-first mindset—while diversification and trust matter, they rank much lower, signaling that growth remains the dominant driver of financial decisions, followed by behavioral support to improve financial behavior and habits.



## Why Some Plan—and Most Don't

### Why the 30% consulted:

They acted because planning felt purposeful—creating a retirement corpus (55%), buying insurance (56%), starting SIPs (49%), and building emergency funds (47%) were strong motivators. These individuals see planning as a way to secure health, manage risks, and achieve financial goals.

### Why the 70% didn't:

Barriers are behavioral: 63% prefer managing money themselves, 40% think they don't need advice, and 37% find it too expensive. Trust issues (35%) and complexity (25%) add friction, while optimism bias ("I'll manage later") keeps planning distant.

The status of financial advice in India is improving—but unevenly. Advisors are no longer mere intermediaries; they are **life-stage strategists and confidence builders**. Yet, barriers like cost perception, trust deficits, and lack of awareness persist. Closing these gaps could unlock a future where financial advice is not a privilege, but a norm.

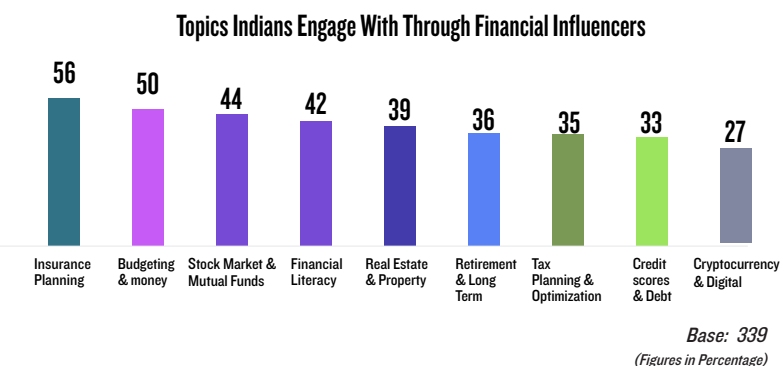
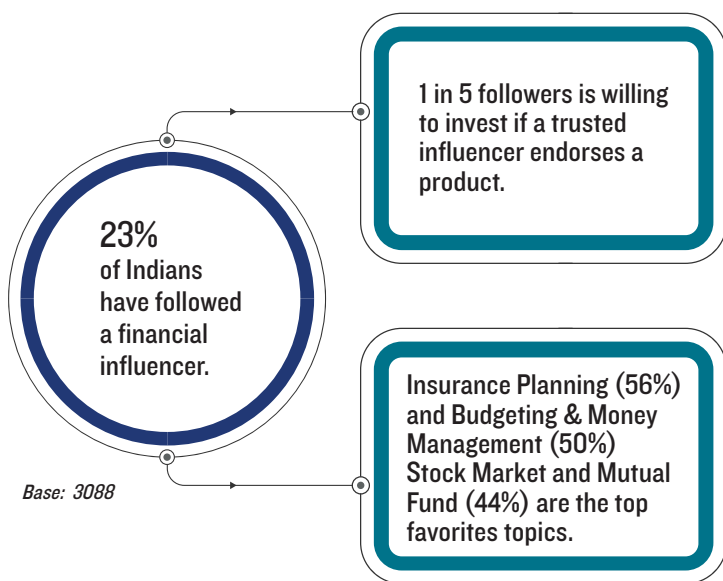
My bank advisor recommended mutual funds and LIC options suited to my salary. I used to think long-term planning was only for the wealthy, but now I see how it helps manage risks and build discipline. ”

— 40 to 50 years, Salaried, Ahmedabad.

# FROM TRADITIONAL ADVISORS TO ONLINE VOICES DRIVING AWARENESS AND ACTION

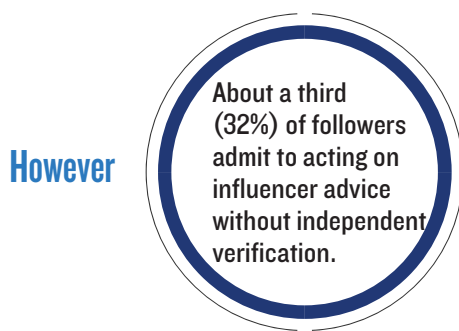
## Social Media Advice—Boom or Bust!

### Can Social Media Influencers Shape Financial Decisions?



### Influencers are not just sources of information but motivators:

- 67% say influencers help them understand financial concepts more clearly.
- 55% feel motivated to take action.
- 54% report a boost in confidence, even if they don't always act on the advice.



I rely on Instagram, Circle, and FinSaheli for investment tips—like investing in direct plans. I also use Groww because it shows funds more clearly.

— 26 to 30 years, Male, Business, Delhi.

Disclaimer: Views are personal. No platform endorsement by PGIM India.

Influencers drive awareness—67% find them clarifying, 55% feel motivated, and 54% gain confidence—but a concerning subset (~32%) acts on this advice without any verification, increasing their vulnerability to mistakes, losses, and behavioral pitfalls like overconfidence, herd behavior, and optimism bias.

Recent evidence from SEBI reports suggests that: 93% of retail derivatives traders lost money between FY22–24, and 91% faced

losses in FY25, averaging ₹1.1 lakh per person. Such outcomes highlight how easy it is to be influenced into action that isn't tailored or vetted, leading to financial harm.

Professional help is the better approach—even if you choose to go DIY. Seeking expert advice as a second opinion isn't mandatory, but it offers peace of mind. This reassurance acts as a gentle nudge to stress-test DIY plans, uncover blind spots, and bridge the gap between confidence and true preparedness—while still respecting individual autonomy.

# EMPLOYER SUPPORT BEYOND SALARY—THE UNTAPPED GAME-CHANGER

## Your Employers Can Secure Your Financial Future!

When it comes to financial decision-making, employers hold a unique position of influence. They can do more than just educate—they can enable action. In a world where financial anxiety is rising, and passive income is becoming a necessity rather than a luxury, employer support can transform employee well-being and loyalty. But is this potential being realized?



Base: 3088

With Downside  
→



Base: 1415

Employers have the power to change this—but are they doing enough? The short answer: not yet.



Base: 1802

With Upside  
→



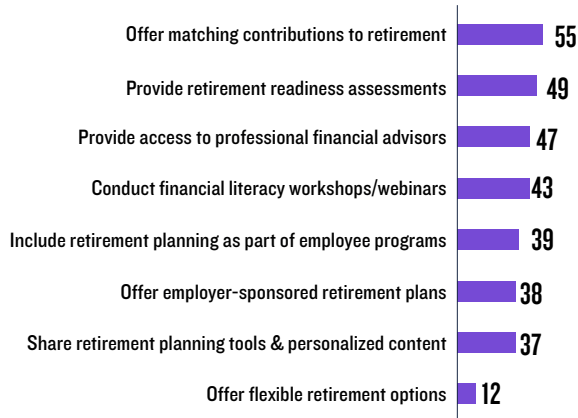
Base: 453

Access to financial literacy programs and retirement tools doesn't just improve financial health—it builds loyalty. Also, freedom to earn outside work hours isn't just a perk—it's one of the key drivers of engagement. **82%** strongly agree that employer support for personal passions positively impacts their motivation.

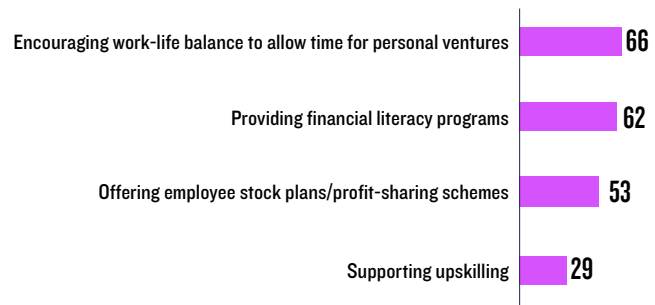
### Why Passive Income Matters

Work-life balance and financial security are no longer separate conversations. Employees increasingly expect employers to **support passive income opportunities**—whether through flexible schedules, upskilling, or stock ownership plans. These charts below reveal a **clear expectation shift**: Indians increasingly see employers as partners in financial well-being, not just paymasters— **employees want tangible support not just educational sessions**:

### Employer Initiatives For Financial Well-being of Employees



### Employee Expectation For Financial Planning Support



Base: 1802  
(Figures in Percentage)

55% expect matching contributions to retirement savings.

49% want retirement readiness assessments.

47% seek access to professional advisors.

These expectations reflect a shift from information to implementation. Employers who meet these demands can reduce financial stress—currently reported by 46% of employees—and build a culture of trust.

Indians often exhibit collective security mindset—trusting employers as anchors for stability. The preference for employer-driven programs signals a desire to reduce complexity and risk, while optimism bias and psychological distance make self-driven planning harder. Employer support bridges this gap, making financial wellness feel achievable. Employees want employers to bridge these gaps by offering education, tools, and especially the flexibility to earn passive income —making workplace-led financial wellness a game-changer for retirement readiness.

### Expectations Are Rising: Employees want more than webinars!

Most companies limit their efforts to sharing newsletters, hosting webinars, or arranging expert sessions. While these initiatives raise awareness, they rarely translate into action. Most employees are supportive of endeavors related to following passions, exploring passive income opportunities outside work hours— employees need more than knowledge—they need enablers:

82% of employees want their employer to allow pursuing passive income opportunities from their personal interests.

76% of employees says having freedom to earn passive income from passions positively impacts their engagement with the organisation.

Base: 1802

Employer support in financial planning is declining, but its potential impact is undeniable. Organizations that move beyond education to enable action—verified by compliance and free of conflicts—can become true partners in financial well-being. In doing so, they don't just secure employee loyalty; they empower a workforce ready for the future.

# THE CALL TO ACTION

## 01 Investors: Even The Best Plans Need A Second Look

India's new generation of savers is more informed and empowered than ever, confidently embracing digital tools and self-directed planning. Yet, optimism and herd behavior can sometimes cloud judgment. Even the best self-made plans benefit from a second opinion. Professional help is the better approach—even if you choose to go DIY—treat expert advice as a smart safeguard—a way to stress-test your strategies, uncover hidden risks, and ensure your confidence translates into true preparedness. Digital tools and influencer insights are great starting points, but before you act, pause to verify and validate. In the journey to retirement, confidence is powerful, but resilience comes from being prepared for the unexpected.

## 02 Employers: Enable Action, Not Just Awareness

Indians often exhibit a collective security mindset—trusting employers as anchors for stability. The preference for employer-driven programs reflects a desire to reduce complexity and risk, especially as optimism bias and psychological distance make self-driven planning harder. By offering matching contributions, flexible retirement options, access to professional advice, employers bridge these gaps and make financial wellness feel achievable. Our research shows that for the young, retirement often feels optional. This makes it even more important to build a culture of support and flexibility to earn alternate income that is not in conflict with organization's business. Embedding such support into company culture transforms both employee well-being and organizational productivity, making workplace-led financial wellness a true game-changer for retirement readiness.

## 03 Regulators: Build the Retirement Ecosystem

The surge in retirement awareness is a testament to successful policy and outreach, but the next leap requires a more robust ecosystem. Regulators can drive this transformation by expanding financial literacy, simplifying access to retirement products, and fostering innovation for new-age investors and gig workers. Notably, India's new labour codes now formally recognize over 40 crore gig and online platform workers, making them eligible for provident fund and pension benefits for the first time—a significant step toward long-term financial inclusion. SEBI could further this momentum by enabling corporates to co-invest matching contributions into retirement folios, making long-term security a shared responsibility. PFRDA's expansion of the NPS is a strong foundation; now is the time to build on it with research-driven policy, especially as SEBI data reveals that over 90% of retail derivatives traders have faced losses. Employees are also signaling a strong need for the freedom to monetize their passions in their free time—with employer support, permissions, and conflict-of-interest checks. Regulatory backing for such flexible, transparent arrangements is crucial to bridge the gap between aspiration and real retirement security.

## 04 Advisors: Be the Behavioral Coach

Advisors today are more than portfolio managers—they are guides who help clients handle uncertainty, procrastination, and overconfidence, while reframing retirement as a stage of freedom and opportunity. By driving this mindset shift and helping clients monetise new skills or passions, advisors can strengthen cash flows, savings, and long-term stability. As investors now seek greater accessibility, trust, and credible guidance—and as awareness grows around separating protection from wealth creation—advisors have a strong opportunity to simplify goal-based planning, use bucketing strategies, and offer clear, actionable options that make retirement feel both achievable and positive.

## 05 The Time to Act Is Now!

Retirement readiness is not a solo journey—it's a collective mission. Every stakeholder has a role to play in bridging the gap between aspiration and action. Let's make India's retirement revolution the new benchmark for financial security, dignity, and hope.

# Evolving Retirement Readiness: India's Five Year Story!

Dimension	Series 1 (2020)	Series 2 (2023)	Series 3 (2025)	What's Changing / Why it Matters
<b>Have a retirement plan in place</b>	49% yes / 51% no	67% yes / 33% no (↑18 pts vs 2020)	37% yes, 63% no (sharp decline vs 2023)	<b>Awareness-action gap widens in 2025:</b> priority ↑, planning ↓ - Shifting from insurance-led approaches to clearer separation of wealth and protection.
<b>Retirement as a stated priority</b>	Ranked 8th among financial priorities; long-term commitments avoided by many	Moved up to 6th priority, especially in metros; post-Covid sensitivity to long-term planning	Climbed to No.1 priority in 2025 (top of the list)	<b>Intent peaks in 2025,</b> but planning lags—retirement, lifestyle upgrades, and entrepreneurial goals now outrank traditional family priorities like children's education and medical emergencies.
<b>Mindset</b>	Money = Protection + Present Security fear-driven; present bias; retirement low priority; joint family = safety net.	Money = Protection + Self Identity • Fear of shocks (COVID) • Emotional codes: Freedom & Gratification • Trust anxieties (fraud, digital)	Money = Protection + Progress + Permission • Protection (family security) • Progress (systematic growth) • Permission (lifestyle, freedom) • Security + Aspiration integrated	<b>From Fear-Driven → Aspiration-Driven:</b> Money now equals security plus ambition—protection persists, but progress and lifestyle freedom lead. Retirement, lifestyle upgrades, and entrepreneurial goals increases.
<b>Where people invest for retirement</b>	Bias to life insurance (41%) & FDs (37%); MF penetration ~10% overall; MF holders more likely to have a plan.	Portfolio broadens: MF (24%), FD/ RD (59%), insurance/annuities (52%), gold (50%), POSS (37%), NPS (15%), PPF (13%); equity/ETFs drop to 7%.	Continued shift to growth: MF (35%), FD (52%), gold (45%), insurance (34%), PPF (15%), NPS (14%), REITs (13%), ETFs (7%); retirement-focused funds (10%).	<b>MFs rising and Retirement focused funds gaining traction and trust;</b> new vehicles (REITs) appear; safety anchors still strong.-- From mixed up understanding → clear role-based planning (protection as hygiene, growth as goal).
<b>Alternative Income</b>	34% already have; 44% planning; 22% haven't considered	36% have; 39% planning; 25% haven't considered	25% have; 44% planning; 31% haven't considered	<b>Alternate income is a readiness differentiator,</b> boosts confidence and planning readiness—Yet adoption softens in 2025, possibly due to rising affluence and a growing 'never retire' mindset reducing urgency for future income streams.
<b>Awareness of required corpus</b>	52% aware; 48% unaware; avg. corpus 8-10 times of the annual income	61% aware; 39% unaware; target raised to 10 to 12 times the annual income.	48% aware; 52% unaware; target raised to 10 to 12 times the annual income.	<b>2025: Expectation remain steady,</b> but clarity remains uneven.
<b>Top retirement worries</b>	Cost of living (57%), health (55%), lack of family support (50%), outliving savings (40%) and economic slowdown (28%)	Inflation (56%), health (52%), economic slowdown (50%), cost of living (50%); lack of family support (48%)	Inflation (63%), cost of living (62%), slowdown (50%), health (49%), lack of family support (43%)	<b>External shocks dominate—2025 sees inflation anxiety at its peak,</b> overshadowing other retirement worries.

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<b>Loans / liabilities mix</b>	Rent 7%, household expenses 35%; loans 16% of expenses.	Rent 3%, household expenses 38%, loans 13%; with additional education/skill loans 5%	Rent 5%, household expenses 39%, loans 12%; with additional education/skill loans 7%	Expenses dominated and <b>borrowing skews to immediate needs</b> —short-term loans rise, asset-building loans fall, and education/skill loans grow, signaling a shift from wealth creation to present consumption and capability building.
<b>Family structure &amp; sense of financial security</b>	Joint families seen as safety nets: joint family 89%, nuclear (with parents) 79%, nuclear (without parents) 64%	Post-pandemic, nuclear setups feel more secure, where joint family structure dropped to 70%, nuclear (with parents) 80%, nuclear (without parents) 74%	Overall security down: joint family structure dropped to 60%, nuclear (with parents) 68%, nuclear (without parents) 65%	<b>Joint-family cushion erodes</b> —by 2025, nuclear setups feel relatively more secure than joint families, yet overall perceived security declines for everyone.
<b>Dependency after retirement</b>	37% expect to be financially dependent on family; among them 81% on children, 41% on spouse	24% report dependency on family post-retirement (still culturally significant)	42% now expect to depend on family; mix shifts: children 81%→, spouse 56%, other family 18% ↑	<b>Dependency rebounds in 2025</b> —despite retirement being a top priority, reliance on family resurfaces, signaling rising financial pressure post-retirement.
<b>Advisor usage (any advice taken)</b>	44% took guidance; 39% have no trusted advisor; most turn to bank RMs (60%), online advisors (50%), IFAs (47%)	Only 30% have taken advice (↓ vs 2020); influenced by family/friends (76%); heavy reliance on insurance agents (62%) & bank RMs (48%), mutual fund advisors (44%) and online advise provider (21%)	Only 30% consulted advisors; increased shifts toward Mutual fund Advisors (62%), RIAs (27%); insurance agents down to 51%, bank RMs up to 56%; social influencers matter more (24%), online advice provider (23%)	<b>2025: Professional Advice Surges</b> —MFDs lead, RIAs gain momentum, traditional channels decline with younger investors go DIY and digital, while near-retirees seek expert guidance.
<b>Employer support &amp; motivation</b>	34% often motivated, 52% sometimes; 88% would be motivated if employer facilitated planning; public-sector frequent support 83% vs private 46%	47% often motivated (↓ vs 2020 public-sector); 88% would be motivated (44% strongly)	Employees want enablers, not just webinars: expectations—matching contributions (55%), readiness assessments (49%), access to advisors (47%); passive-income support valued (66%)	<b>Employers are default enablers to retirement planning</b> —2025 demand shifts from awareness to actionable enablers like contributions, readiness tools, and advisor access and permissions to start alternate income.



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