



The Economy Observer

Rural spending likely improved in FY25

Expect real PFCE to grow ~7% from 5.6% in FY24

- An analysis of 12 proxy indicators suggests that the rural sector's spending grew at an 11-quarter high in 4QFY25. Rural spending increased 6.6% YoY in 4QFY25, following a growth of 6.1% YoY in 3QFY25 and a decline of 2.5% in 4QFY24 (Exhibit 1). The acceleration was mainly led by an improvement in real agri wages, which grew at a 25-month high pace in 4QFY25. Additionally, fiscal real rural spending is expected to grow at a six-quarter high in 4QFY25 after contracting for five straight quarters. Additionally, the robust growth in tractor and fertilizer sales outweighed the deceleration in real agri exports growth, the six-quarter lowest growth in two-wheeler sales and the eight-quarter lowest growth in farm terms of trade. Consequently, real rural spending increased 3.9% YoY in FY25 after declining 1.1% in FY24. While real rural spending growth improved to 3.9% in FY25, it is still lower than the 5% growth in FY23.
- Urban consumption—estimated by compiling nine proxy indicators—grew at a four-quarter high pace of 6.2% YoY in 4QFY25 (vs. 6.1%/10.2% in 3QFY25/4QFY24). Urban consumption growth had decelerated to a six-quarter low of 5.2% in 2QFY25. A simple average of the nine indicators used to analyze urban spending trends suggests that urban spending grew at a four-year low pace of 5.8% in FY25, compared to 8.4%/8.6% growth in FY24/FY23. A detailed analysis of the nine indicators used in urban consumption confirms that three indicators—real salaries and wages of BSE500 companies, real personal credit, and real non-farm consumer imports—witnessed a sharp acceleration in growth, while IIP consumer durable goods, petrol consumption, domestic PV sales, and real house prices decelerated in 4QFY25 vs. 3QFY25.
- Rural spending witnessed an improvement in FY25 after contracting 1.1% in FY25, led by an improvement in real rural wages and reservoir levels. At the same time, the urban sector witnessed a deceleration, growing at the four-year lowest pace of 5.8% in FY25, vs. an average growth of 9% in the last three years. The divergence between rural and urban spending has come down in FY25 compared to the preceding three years (FY22-FY24). In the last two quarters of FY25, rural consumption growth outpaced urban consumption—which contrasts with FY22-FY24, when the latter grew faster than the former in each quarter. Although urban spending decelerated to a four-year low of 5.8% in FY25, acceleration in rural spending will likely help recover real Private Final Consumption Expenditure (PFCE) growth in FY25 from its FY24 lows. We expect real private consumption expenditure to grow at ~7% in FY25 vs. 5.6% in FY24.

Consequently, real rural spending increased 3.9% YoY in FY25 after declining 1.1% in FY24. While real rural spending growth improved to 3.9% in FY25, it is still lower than the 5% growth in FY23.

Rural consumption growth at an 11-quarter high in 4QFY25: An analysis of 12 proxy indicators suggests that the rural sector's¹ spending grew at an 11-quarter high in 4QFY25. Rural spending increased 6.6% YoY in 4QFY25, following a growth of 6.1% YoY in 3QFY25 and a decline of 2.5% in 4QFY24 (Exhibit 1). The acceleration was mainly led by an improvement in real agri wages, which grew at a 25-month high pace in 4QFY25. Fiscal real rural spending is expected to grow at a six-quarter high in 4QFY25 after contracting for five straight quarters. Additionally, the robust growth in tractor and fertilizer sales outweighed the deceleration in real agri exports growth, the six-quarter lowest growth in two-wheeler sales and the eight-quarter lowest growth in farm terms of trade. Consequently, real rural spending increased 3.9% YoY in FY25 after declining 1.1% in FY24. While real rural spending growth improved to 3.9% in FY25, it is still lower than the 5% growth in FY23. (Exhibit 2).

¹The 12 proxy indicators include: 1) Real agricultural wages, 2) Real non-agricultural wages, 3) Two-wheeler sales, 4) Farmers' terms of trade, 5) Tractor sales, 6) Real agricultural exports, 7) Fertilizer sales, 8) Real agricultural credit, 9) IIP food products, 10) Reservoir levels, 11) Fiscal real rural spending, and 12) Real farm GVA. The rural consumption spending growth is estimated as the simple average of these 12 indicators.





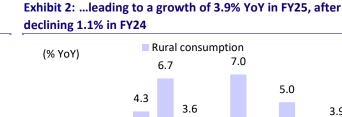
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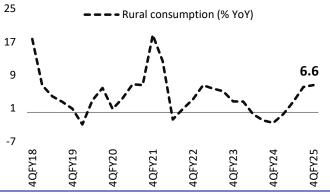
FY25

(1.1)

FY23

Exhibit 1: Rural consumption grew at an 11-quarter high in





Source: Various national sources, CEIC, MOFSL

FY21

0.6

1.4

FY19

A detailed analysis of key indicators used suggests that eight out of the 12 proxy indicators used for assessing rural spending trends have grown at a higher pace in 4QFY25 as compared to 4QFY24. (Exhibit 3).

(1.1)

FY17

1.9

0.7

FY15

1.0

FY13

Real agri wages grew at a 25-quarter high of 3.5% in 4QFY25 vs. a decline of 1.4% in 4QFY24 and a growth of 1.4% in 3QFY25, led by an improvement in reservoir levels (posted double-digit growth for the third straight month). (Exhibit 4). Fiscal real rural spending grew 4.6% in 4QFY25, marking its first expansion after contracting for five straight quarters. Additionally, tractor sales grew at an 11quarter high in 4QFY25 (15.5% in 4QFY25 vs. -16.2% in 4QFY24) and fertilizer sales' growth was the highest in 12 months. On the other hand, two-wheeler sales' growth decelerated sharply (the lowest in six months, growing 1.4% in 4QFY25 vs. 24.9% in 4QFY24); (real) farm credit growth was the lowest in nine months; and (real) farm exports growth remained muted. (Exhibit 5).

According to the CSO's Second Advance Estimates (SAEs), real agricultural GVA is likely to grow 6.2% YoY in 4QFY25, following a growth of 5.6% YoY in 3QFY25; however, we believe that growth could be slightly lower than expected.

Exhibit 3: Summary of key indicators used in gauging rural consumption spending (% YoY)

Rural consumption indicators	4QFY24	1QFY25	2QFY25	3QFY25	4QFY25	FY21	FY22	FY23	FY24	FY25
Real agricultural GVA@	0.9	1.7	4.1	5.6	5.0	4.0	4.6	6.3	2.7	4.3
Real agricultural wages@#	(1.4)	(1.1)	0.2	1.4	3.5	0.8	(0.0)	0.0	(0.5)	1.0
Real non-agricultural wages#@	(0.0)	(1.1)	(0.5)	0.6	1.0	1.0	(0.4)	(1.1)	(0.3)	0.0
Two-Wheeler sales	24.9	20.4	12.6	3.0	1.4	(13.2)	(10.9)	17.7	13.4	9.1
Farm terms of trade\$	8.7	8.2	6.0	10.3	4.9	5.6	(11.6)	(10.6)	9.0	7.3
Tractors sales	(16.2)	0.6	0.0	12.7	15.5	26.5	(1.7)	10.2	(9.0)	6.7
Real agricultural exports#	(10.5)	(6.1)	(5.6)	12.6	2.1	11.3	15.4	(8.0)	(14.4)	0.6
Fertilizer sales	(13.8)	(4.5)	1.1	7.9	17.9	3.3	(0.7)	7.0	0.1	5.0
Real farm credit#	12.0	9.7	9.4	7.1	6.4	8.8	4.8	7.8	12.0	6.4
IIP: food products	0.3	(5.4)	0.7	(-1.1)	(-4.5)	(2.6)	5.9	3.8	1.5	(2.6)
Reservoir level	(15.5)	(20.0)	19.3	25.3	21.3	5.1	(2.8)	8.6	(16.2)	15.7
Fiscal real rural spending#~	10.6	17.0	18.2	16.5	16.8	33.4	5.0	10.7	(11.3)	(7.0)
Rural consumption*	(19.4)	(6.9)	(16.5)	(-11.7)	4.6	7.0	0.6	5.0	(1.1)	3.9

^{*}Simple average of indicators @ Our forecast for 4QFY25

\$ Output price inflation over input price inflation

Nominal data deflated by CPI for agricultural workers/rural workers (CPI-AW/RL)

~ Assuming that the GoI meets its FY25RE targets Source: Various national sources, CEIC, MOFSL

29 May 2025

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Exhibit 4: Real farm wages growth at a 25-quarter high in 4QFY25...

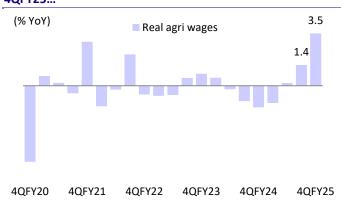
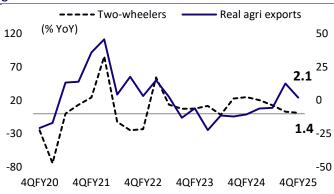


Exhibit 5: ...while two-wheeler sales and real farm credit growth decelerated



Source: Various national sources, CEIC, MOFSL

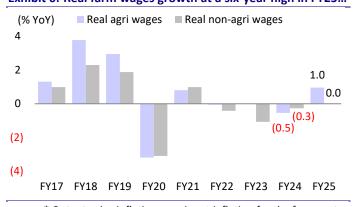
Assuming that the GoI met its FY24RE targets

On a full-fiscal year basis, as many as eight out of 12 indicators posted higher growth in FY25 compared to FY24. Only two indicators posted contractions in FY25, compared to six in FY24.

Real farm wages grew at a six-year high pace of 1% in FY25 (vs. -0.5% in FY24), led by an improvement in reservoir levels, which posted a growth of 15.7% in FY25 vs. a decline of 16.2% in FY24. Real non-farm wages also witnessed an improvement, though lower than farm wages. (Exhibit 6). Fertilizer sales grew at a higher pace than FY24 (5% in FY25 vs. 0.1% in FY24); tractor sales grew 6.7% in FY25 after declining 9% in FY24; and real farm exports grew 0.6% in FY25, after contracting for two straight years. However, two-wheeler sales, real farm credit, and terms of trade grew slowly in FY25 (vs. FY24) and IIP food products marked their first contraction after growing for three straight years.

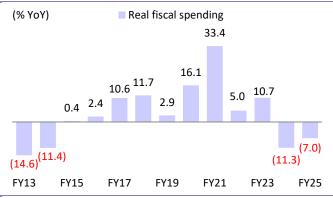
Assuming that the Government of India (GoI) meets its FY25 revised estimates (FY25RE), fiscal real rural spending is likely to have contracted 7% YoY in FY25 vs. a contraction of 11.3% in FY24, marking its second successive contraction (*Exhibit 7*).

Exhibit 6: Real farm wages growth at a six-year high in FY25...



 $[\]ensuremath{^{*}}$ Output price inflation over input inflation for the farm sector

Exhibit 7: ...while real fiscal spending contracted for the second consecutive year



Source: Various national sources, CEIC, NREGA, MOFSL

Urban consumption growth at a four-quarter high in 4QFY25: Urban

consumption²—estimated by compiling nine proxy indicators—grew at a four-quarter high pace of 6.2% YoY in 4QFY25 (vs. 6.1%/10.2% in 3QFY25/4QFY24). Urban consumption growth had decelerated to a six-quarter low of 5.2% in





2QFY25. A simple average of the nine indicators used to analyze urban spending trends suggests that urban spending grew at a four-year low pace of 5.8% in FY25, compared to 8.4%/8.6% growth in FY24/FY23. (Exhibits 8-9).

Exhibit 8: Urban consumption grew at a four-quarter high in 4QFY25...

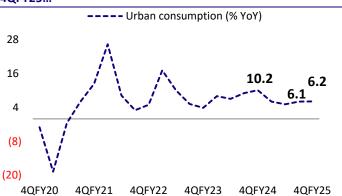
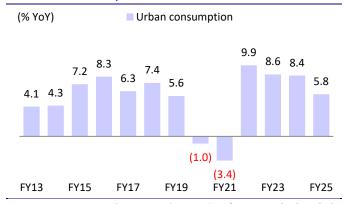


Exhibit 9: ...however, it declined to a four-year low growth of 5.8% YoY in FY25, slower than 8.4% in FY24



Source: Various national sources, CEIC, MOFSL

A detailed analysis of the nine indicators used in urban consumption confirms that three indicators—real salaries and wages of BSE500 companies, real personal credit, and real non-farm consumer imports—witnessed a sharp acceleration in growth, while IIP consumer durable goods, petrol consumption, domestic PV sales, and real house prices decelerated in 4QFY25 vs. 3QFY25. (Exhibit 10).

Exhibit 10: Summary of key indicators used in gauging urban consumption spending (% YoY)

Urban consumption indicators	4QFY24	1QFY25	2QFY25	3QFY25	4QFY25	FY21	FY22	FY23	FY24	FY25
Real non-farm GVA@	8.5	7.3	6.0	6.4	6.4	(5.6)	10.3	7.4	9.6	6.5
Real S&W of BSE500 companies	6.8	5.8	4.2	2.4	2.7	(1.6)	9.6	11.5	9.2	3.8
CPI non-food inflation	2.8	2.4	2.5	3.1	3.5	5.2	6.7	6.7	4.0	2.9
Domestic: PV sales	28.3	2.8	(1.9)	4.5	2.3	(6.1)	8.4	24.1	25.7	1.9
Real personal credit#	11.3	12.4	14.5	11.0	12.3	5.9	7.9	14.1	11.3	12.3
IIP: Consumer durable goods	11.2	10.7	6.6	9.0	5.8	(11.0)	7.4	0.6	3.6	8.0
Petrol consumption	8.4	7.1	7.3	9.7	5.8	(6.7)	10.3	13.4	6.4	7.5
Real house prices@	1.2	0.7	1.7	0.3	(0.3)	(1.1)	(1.3)	(0.5)	0.2	0.5
Real non-farm consumer imports#	12.9	5.8	5.5	8.5	17.2	(9.3)	29.4	0.2	5.8	9.3
Urban consumption*	10.2	6.1	5.2	6.1	6.2	(-3.4)	9.9	8.6	8.4	5.8

^{*}Simple average of indicators @ Our forecasts for 4QFY25

Nominal data deflated by CPI-for industrial workers (CPI-IW)
Source: Various national sources, CEIC, MOFSL

As expected, there are similar movements in the sales of passenger vehicles (PVs) and petrol consumption in the country. The growth in PV sales and petrol consumption has decelerated in the past couple of quarters (barring 3QFY25). PV sales grew 2.3% in 4QFY25 (vs. 4.5% in 3QFY25), while petrol consumption grew 5.8% in 4QFY25, slower than 9.7% in 3QFY25. (Exhibit 11). On the other hand, real personal credit remained strong, printing its 12th consecutive double-digit growth of 12.3% in 4QFY25. (Exhibit 12).

² The nine proxy indicators include: 1) Real salary & wages (S&W) of BSE500 companies, 2) CPI non-food inflation, 3) Real personal real credit, 4) IIP Consumer Durable Goods, 5) Petrol consumption, 6) Real house prices, 7) Real non-farm consumer imports, 8) passenger vehicle (PV) sales, and 9) Real non-farm GVA





Exhibit 11: PV sales and petrol consumption growth have decelerated over the past few quarters...

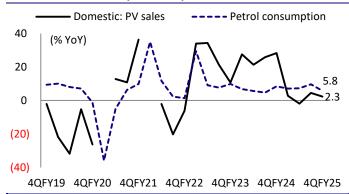
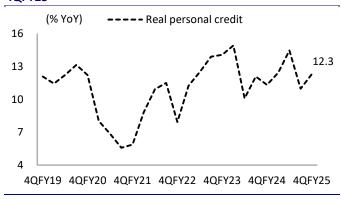


Exhibit 12: ...though real personal credit remained robust in 4QFY25



Based on limited data for 4QFY25 Source: Various national sources, CEIC, MOFSL

On a full-fiscal year basis, all nine indicators posted growth in FY25, of which four variables witnessed a sharp deceleration, while the remaining five saw an acceleration in growth. (Exhibit 10 above).

The domestic production of consumer durable goods and house prices showed an improvement in FY25. Output of consumer durable goods grew at a 14-year high of 8% YoY in FY25 vs. a growth of 3.6% YoY in FY24. The real house prices (assuming 2.6% YoY growth in 4QFY25) grew 0.5% YoY in FY25, the highest growth in seven years. On the other hand, the real salary & wages of BSE500 companies likely grew 3.8% YoY last year, the worst in four years and the lowest growth since FY19, barring FY21. (Exhibits 13-14).

Exhibit 13: Consumer durable goods & real house prices witnessed improvement in FY25...

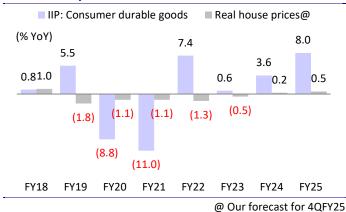
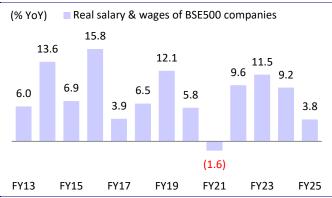


Exhibit 14: ...but real S&W of BSE500 companies grew at a four-year low of 3.8% in FY25



Source: Various national sources, CEIC, MOFSL





Conclusion: Real PFCE growth expected to improve in FY25...

Rural spending witnessed an improvement in FY25 after contracting 1.1% in FY25, led by an improvement in real rural wages and reservoir levels. At the same time, the urban sector witnessed a deceleration, growing at the four-year lowest pace of 5.8% in FY25 vs. an average growth of 9% in the last three years. (*Exhibit 15*). The divergence between rural and urban spending has come down in FY25 compared to the preceding three years (FY22-FY24). In the last two quarters of FY25, rural consumption growth outpaced urban consumption, which contrasts with FY22-FY24, when the latter grew faster than the former in each quarter.

Although urban spending decelerated to a four-year low of 5.8% in FY25, acceleration in rural spending will likely help recover real private final consumption expenditure (PFCE) growth in FY25 from its FY24 lows. We expect real private consumption expenditure to grow at ~7% in FY25 vs. 5.6% in FY24. (*Exhibit 16*).

Exhibit 15: Rural spending growth improved in FY25, while urban spending growth at a four-year low

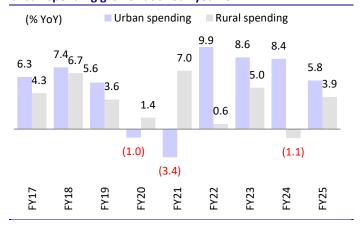
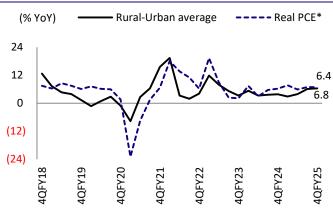


Exhibit 16: Real PFCE expected to grow ~7% in FY25, led by improvement in rural spending



* 4QFY25 is our forecast

Source: Various national sources, CEIC, MOFSL





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