

BEAUTY CONSUMER – INDIAN CONSUMER – 2018

Enable consumers to navigate the crowded beauty and personal care market. Offer customised solutions to help consumers make confident product choices.



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India



Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Focus on customisation to win over sceptics in the beauty game
- Beauty sector is booming...and so is the competition
- NPD launches in beauty and personal care: Global vs India
 - Graph 1: BPC new product launches, Global vs India, Dec 2015-Nov 2018
- NPD launches in beauty and personal care: Global vs India
- Ride the natural wave in beauty and personal care products
- Popular brands compelled to go the natural/Ayurveda route in India
- Enable consumers by guiding them through the decision journey
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Natural/Ayurveda trend drives the Indian beauty and personal care market
- BPC claims across all products: Global vs India

Global trends and how they are playing out in India

- Time for tailored and customised solutions
- Innovative skincare and hair products for men are firing up the category
 - Graph 2: New product launches with 'male' claim, by categories, 2015-17
- Natural-looking hair colour: Garnier Black Naturals

CONSUMER INSIGHTS

Overview of women beauty consumer groups

- Overview of women beauty consumer groups
- Pro-natural Functionista
- Savvy Naturalist
 - Who is this Savvy Naturalist?
 - Graph 3: Mean time spent in minutes on an average day by Savvy Naturalist, April 2018
- Meet the 'Savvy Naturalist'
- Indecisive Hesitators

- Who is this Indecisive Hesitator?
 - Graph 4: Mean time spent in minutes on an average day by Indecisive Hesitators, April 2018
- Meet the 'Indecisive Hesitator'
- Facilitate Indecisive Hesitators by steering them towards right choices customised to their needs
 - Graph 5: Select attitudes towards beauty, by segments, April 2018
- Combine product satisfaction with time-saving solutions to drive consumption
 - Graph 6: Select personal care lifestyle statements, by segments, April 2018
- Demographic Profile: Savvy Naturalist and Indecisive Hesitator

All about hair and skin: Savvy Naturalist vs Indecisive Hesitator

- Savvy Naturalists lead the product usage graph across haircare and facial skincare
 - Graph 7: Select haircare and facial skincare product usage, by consumer groups, April 2018
- Guide Indecisive Hesitators and lead them on the hair care trail of Savvy Naturalists
 - Graph 8: Select attitudes towards haircare, by groups, April 2018
- Make it simple for Indecisive Hesitators to select the right kind of hair products for them
 - Graph 9: Product features considered while purchasing haircare products, by group, April 2018
- Offer expert advice or solutions to Indecisive Hesitators' specific and higher-order facial skincare needs
 - Graph 10: Select facial skincare behaviour in past 12 months, by groups, April 2018
- Build in recommendation pre-step to ensure higher probability of product fit
 - Graph 11: Percentage point difference on select facial skincare behaviour (Indecisive Hesitators – Savvy Naturalists), April 2018
- Highlight specific concerns and offer targeted solutions customised to Indecisive Hesitators' needs
 - Graph 12: Percentage point difference between (Savvy Naturalist – Indecisive Hesitator) on facial skincare benefits sought, April 2018

Overview of Mens' consumer groups

- Overview of mens' consumer groups
- All about Grooming Enthusiasts
- Meet the 'Grooming Enthusiasts'
- Deploy fun as a master theme over naturals to keep Grooming Enthusiasts interested in the category
 - Graph 13: Agreement with select grooming attitude statements, by consumer groups, April 2018
- Manage haircare expectations of Grooming Enthusiasts
 - Graph 14: Select top hair products used by Grooming Enthusiasts, April 2018
- Increase penetration of facial skincare products through bundling
 - Graph 15: Select top facial skin care products used by Grooming Enthusiasts, April 2018
- Demographic Profile

MARKET APPLICATION

- Opportunities: Key areas of focus

Opportunities

- Keep it simple in terms of communication and benefits to get to Indecisive Hesitators
 - Graph 16: Select top associations with 'Natural', by women consumer groups, April 2018
- Communicate with Borderline Sceptic men through their language of natural and win over with product assurance
 - Graph 17: Select top associations with 'Natural', by men consumer groups, April 2018

Who's Innovating

- Aplava: India's first personalized beauty & skincare product online store
- VEDIX: India's only customized Ayurvedic haircare regimen
- SkinKraft: Customised Skincare
- Tailored for India

Global Innovators

- The customisation ladder
- Your Skin. Your Solution.
- Beauty with a brain

APPENDIX

- Consumer survey methodology
- Abbreviations and terms
- Cluster Analysis

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