

BODYCARE – INDIAN CONSUMER – 2019

Modernise traditional products with functional benefits to appeal to consumers. Keep coconut oil as the cornerstone of the category, followed by talcum powder.



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Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Bodycare players need to adapt to consumer requirements and innovate with formats and textures in line with traditional tastes
- APAC retail market overview: body, hand and foot care, 2018
- Launches for foot care and bodycare products are steadily growing in India
 - Graph 1: Bodycare, foot care, hand care launches, 2016-18
- Coconut oil is the most commonly used bodycare product in India, followed by talcum powder
 - Graph 2: When do you apply the following products? Please select all that apply.
- Lotion and cream have the most launches; gels and jellies are growing
 - Graph 3: Formats and textures in body, hand and foot care, 2016-18
- Body powders are talking about being natural, including prickly heat powders
 - Graph 4: Body powder* top five claims, Jan 2016-Apr 2019
- Oiling will drive the category – accept and innovate accordingly
- Offer multi-functional benefits in bodycare categories
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Traditionally, oil baths have been common for nurturing body skin
- More focus on face care than bodycare products
 - Graph 5: Top sub-category launches in skincare, Jan 2017-May 19
- Pollution is a growing concern being addressed by brands
 - Graph 6: Bodycare products with UV protection and pollution claims, 2016-May 2019*

Global trends and how they are playing out in India

- Body, hand and footcare meets Mintel Trends
- Hand cream celebrates use of local ingredients and specifically caters to the Taiwanese

CONSUMER INSIGHTS

- What you need to know

Chapter 1: Oil users vs lotion users

- Offer top-to-toe oiling solutions for men
- Incorporate ageing benefits in body oils for older consumers
 - Graph 7: Oil vs lotion users, by age, 2019
- Fortify lighter body oils with sunscreen benefits to appeal to the South of India
 - Graph 8: Oil vs lotion users, by region, 2019
- Promote long-lasting fragrance benefits in bodycare
 - Graph 9: Top five claims lotion users look for when they purchase bodycare products, 2019

Chapter 2: Features and benefits

- Vary with seasonal body lotions
- Introduce on-the-go smaller pack sizes to inculcate the habit of applying body products
- Double up calming and pain relief benefits in night time body and foot care products
- Mentor single consumers on pollution and sun protection in bodycare
 - Graph 10: Sun protection and anti-pollution benefits sought for in bodycare products, by marital status, 2019

Chapter 3: Body powders

- Powder format launches in India are growing
 - Graph 11: Bodycare launches in powder format*, 2016-18
- Incorporate long-lasting itching control in prickly heat powders
 - Graph 12: Talcum powder vs prickly heat powder users, by gender, 2019
- Dry and hot regions in India are more likely to use prickly heat powder
 - Graph 13: Talcum powder vs prickly heat powder users, by region, 2019
- Fortify multi-functional talcum powder to be used on face as well

MARKET APPLICATION

- Opportunities: Key areas of focus

Opportunities

- Innovate with body oils as a format instead of lotion
- Win over consumers by offering day-long fragrance benefits; maybe try sweat-activated fragrance release
- Shower products are already working on fragrance technology; its time to gain inspiration
- Make talcums more child-friendly in newer formats

Who's innovating

- Products for ignored bodycare problems – Dot & Key
- India's first caffeine-induced body products
- Suthol – non-powder format for prickly heat
- Anti-perspirant talc

Global innovators

- Nivea's sensory and customisable scents take inspiration from the layering concept seen in the fragrance market
- Pop-up mixing bar for body lotions
- Urban damage care products
- Visually engaging NPD: colourful bi-phase formulas or with floating ingredients
- Multi-function combo hand cream and lip balm offers convenience and space-saving benefits
- Innovative launches

APPENDIX

- Consumer survey methodology

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