

BPC INGREDIENTS – INDIAN CONSUMER – 2018

Educate consumers about the importance of natural ingredients. Engage with consumers using traditional ingredients and home remedies they can relate to.



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Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Package natural ingredients and home remedies in a lucrative manner to appeal to busy consumers
- Top claims in Beauty and Personal Care in India
 - Graph 1: Top claims in beauty and personal care
- Natural sources of ingredients like oils and citrus fruits are amongst the top ingredients used in BPC in India.
 - Graph 2: Launches by ingredient origin claim
- Top botanical ingredients in skincare
- Top botanical ingredients in haircare
- Educate consumers about safety of ingredients
- Launch bundle packs with ingredients that consumers recognise
- Engage the consumer with do-it-yourself (DIY) kits that are based on home ingredients
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Build on free-from claims to emphasise safety
 - Graph 3: Product launches with free-from claims
- Declare ingredients as per Drugs & Cosmetics Act
- Follow the trend of A-beauty with quality ingredients
- Rise of spiritual guru-led brands has pushed several FMCG majors to up the focus on A-Beauty
- Use certification to establish authenticity from authorised agencies
- Multinationals opt for transparency by declaring fragrance ingredients on pack

Global trends and how they are playing out in India

- The 'natural' sentiment is building the holistic beauty space
- Traditional ingredients rule the market as Indians look back to their roots
- India-inspired nostalgic fragrances courtesy of Bombay Perfumery

CONSUMER INSIGHTS

- What you need to know

Awareness of ingredients

- Offer products without any harmful ingredients in them
- Educate consumers about the safety of fragrances added to products
- Offer milder fragrances for older consumers who are concerned about safety
- Target younger men with more natural products
- Penetrate the tiers with natural ingredients
 - Graph 4: Preference to use natural/organic products, by tier and gender, April 2018

Detail the ingredients

- Use digital media as a medium to explain ingredients to young men
- Target students with blogs and forums to explain about ingredients – uses and benefits
- Offer consultants and experts to connect with at-home women
- Educate parents about the safety of ingredients
- Offer natural skincare products specially for older consumers
- Offer niche products for the SEC A category

Kitchen ingredients and home remedies

- Promote ancient home remedies
- Showcase traditional recipes which younger consumers have heard of from their elders
- Build on the familiarity of natural ingredients in haircare
- Offer bundle packs in haircare with a hero ingredient
- Target metros with anti-pollution ingredients in haircare

MARKET APPLICATIONS

- Opportunity: Key areas of focus

Opportunities

- Create fortified-for-beauty kitchen ingredients
- Innovate with on-the-go formats
- Engage consumers with DIY kits using natural ingredients
- Encouraging use of kitchen ingredients along with engaging and customised DIY kits from Oleum Vera

Who's innovating?

- India's first homegrown 100% vegan beauty brand
- Handmade cleansing bars with natural ingredients
- Personalised formulations based on individual hair type, environment, lifestyle & goals

Global consumer preference and innovations

- Chinese consumers' attitudes towards ingredients

BPC Ingredients – Indian Consumer – 2018

- Globally, consumers will seek out sustainable products
- Be creative with local ingredients
 - Graph 5: Europeans desire products made with local ingredients, 2018
- Locally sourced hero ingredient extends into a variety of products
- Kakadu plum's high vitamin C levels make it ideal for anti-pollution haircare
- South Korean launches with 'soothing' claims outpace global launches
 - Graph 6: skincare launches with 'soothe' claim, 2015-18
- Cica – the ingredient itself works as part of the brand story to boost its success in the market and build a stronger brand
- Probiotics and using ingredients from traditional medicine are the next steps in BPC ingredients
- Mobile Apps to check for safety

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