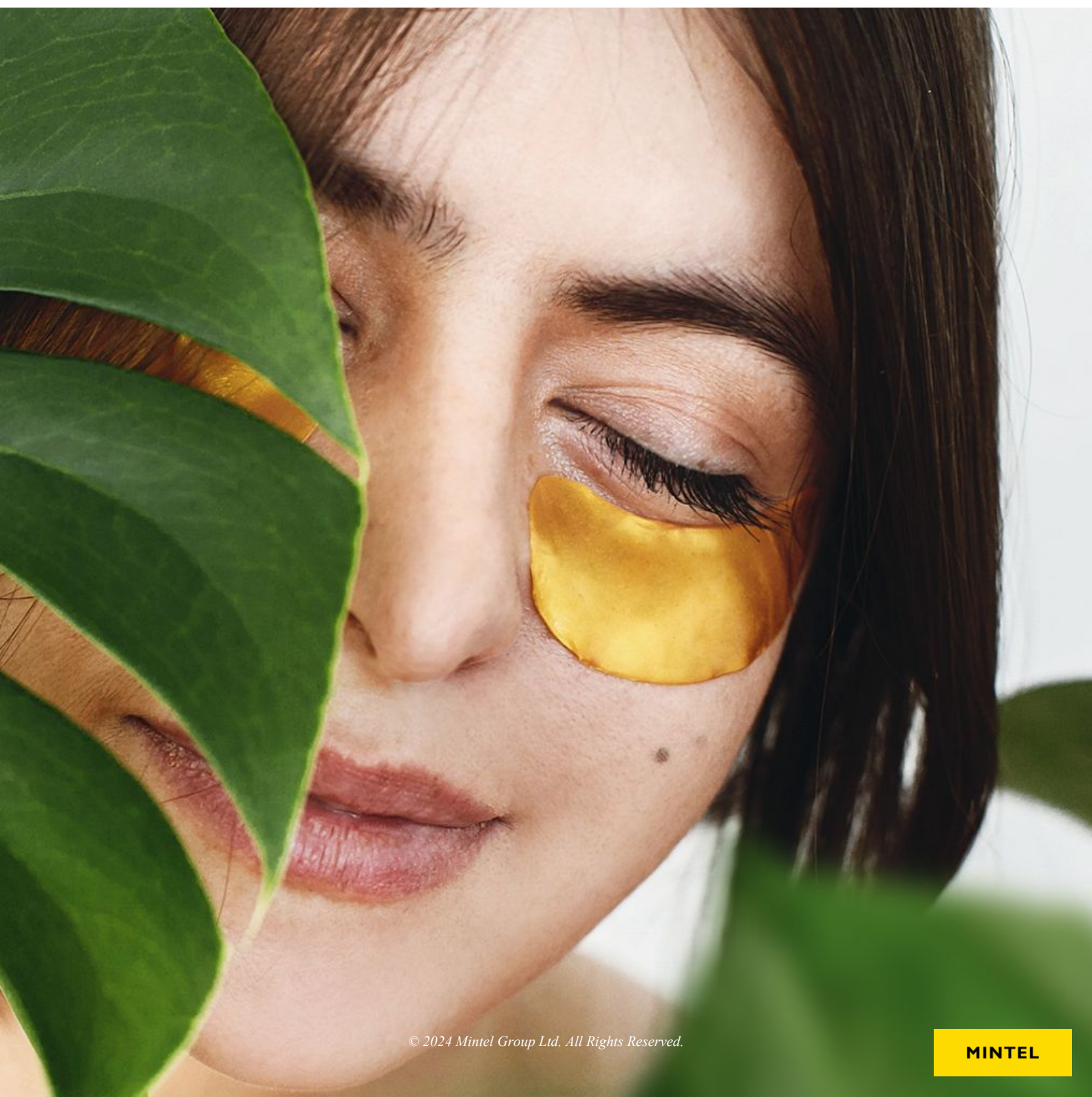


# BPC INGREDIENTS – INDIAN CONSUMER – 2019

Make the product selection process easy by putting ingredient lists in layman's terms on the pack. Cater to growing consumer awareness about ingredients.



Rimpie Tulsiani, Sr. Beauty  
& Personal Care Analyst,  
India



# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- Move with the times to cater to an evolving consumer base – use ingredients that are easy to understand as people worry about what is in the pack
- Paraben-free, silicone-free and sulphate-free are gaining prominence in India
  - Graph 1: 'Free from' product launches in skincare, haircare, soap & shower products, 2017-June 2019
- Top 10 botanical ingredients in skincare
- Top 10 botanical ingredients for haircare
- Awareness of the meaning of free-from terms is low, yet launches carrying the claim are growing
- There is increasing awareness of reading pack labels and identifying familiar ingredients
- What it means

## KEY TRENDS

- What you need to know

### Key drivers

- Access to information online – be a mentor to consumers
- Consumers relate to moral brands – be transparent about what's in the product
- Regulations are getting firmer – follow the lines of FSSAI

### Global trends and how they are playing out in India

- Magic mushroom meds
- Amazon-ing skincare

## CONSUMER INSIGHTS

- What you need to know

### Chapter 1: Meaning of terms

- Formulate shampoos with nourishing fragrances
- Men know the terms in skin care products – talk to them about it
- Appeal to the youth with sulfate-free claims in hair products
- Bring back home remedies for the South
- Pay attention to the importance home remedies play in the beauty regime of Indian consumers
- Offer certification information that appeals to Tier 3 consumers

- Skincare ingredient requirements by tier
  - Graph 2: Facial skincare, "Which of the following statements do you agree with? Please select all that apply", by tier, 2019

### Chapter 2: Reading the packs

- Use food ingredients – familiarity is the key with younger consumers
- Make product selection easier with information on front of pack
- Identify the regional requirements of pack labeling for claims and ingredients
  - Graph 3: "Which of the following statements, if any, do you agree with? Please select all that apply", by region, 2019
- Inkey-INCI name
- Innovate with ingredients that are safe and natural to drive consumption in deodorants and perfumes
- Safety and trust are two pillars for any baby care product
  - Graph 4: Agreement with baby personal care attitude statements – top three, April 2019
- Dial up safety and trust factors through natural ingredients for baby personal care products
  - Graph 5: Top concerns about baby personal care products, April 2019
- Homegrown natural skincare and makeup brand launches baby range
- Brands must cater to consumer demands for 'natural ingredients' across all colour cosmetics – lip and face make up
  - Graph 6: Top claims in colour cosmetics, 2018
- Utilise natural ingredients known to Indian consumers in building colour cosmetics

## MARKET APPLICATIONS

- What you need to know

### Opportunities

- Take inspiration from supplements for easy to understand hero ingredients
- Beauty products containing/helping in collagen boosting are growing in India
  - Graph 7: Product launches containing collagen\* by category, Jan 2016-June 2019
- Start-up in India adapts to usage of collagen in its products
- Life stage determines interest in benefits
- Help mothers of small kids with products who look for natural ingredients claim in baby care products in addition to 'mild'
- Take a cue from niche ranges of natural and vegan baby care products

### Who's innovating

- BodyCafé – Combination of home remedies and nature
- Organic Riot – ingredients from around the world

### Global innovations

- Mushrooms are becoming an increasingly common health and wellness ingredient
- Mushrooms have highest use in facial care

– Graph 8: BPC NPD using mushroom extracts, face/neck care vs other categories, May 2014–Apr 2015 vs May 2018–Apr 2019

- Medicinal mushrooms show adaptogenic potential
- Moon Juice Beauty Shroom
- Mushroom adaptogens promote skin balance and overall wellbeing

## APPENDIX

- Consumer survey methodology

## MINTEL INDIAN CONSUMER – OTHER REPORTS AVAILABLE

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