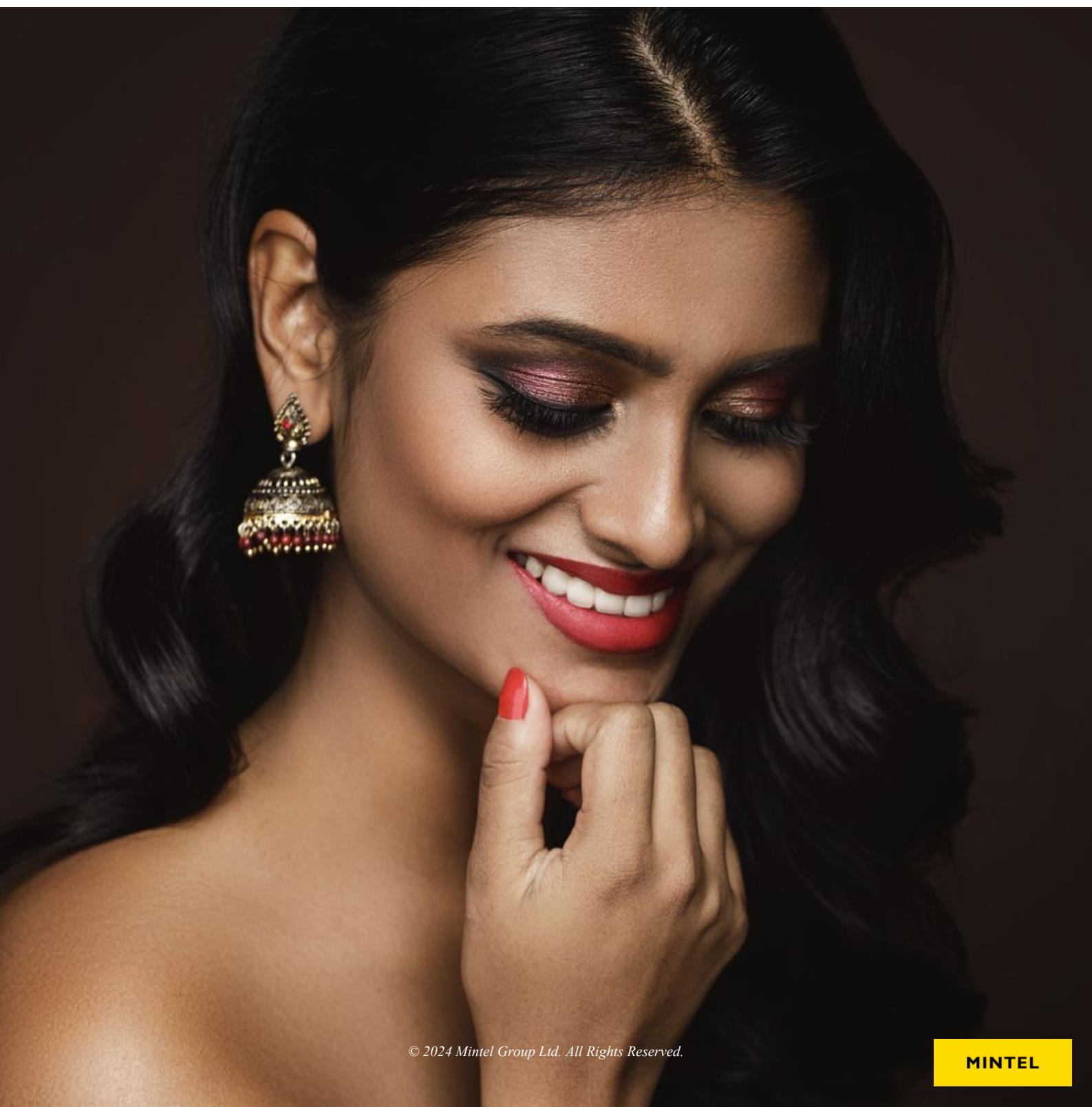


COLOUR COSMETICS – LIP & EYE – INDIAN CONSUMER – 2019

Making eye and lip cosmetics an essential part of grooming and makeup will help companies boost sales and target different consumer segments.



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



Report Content

- What you need to know

EXECUTIVE SUMMARY

- Natural ingredients with matte look gain popularity
- Natural is the new mantra
- Global retail market overview: colour cosmetics, 2019
- Key takeaways
- 18-24 year olds should be the target audience for new launches
- Diversify cosmetic properties to appeal to region-specific preferences
- Online retail channels should strengthen their presence

KEY TRENDS

Key drivers

- Aspirational women are shaping the cosmetics market in India
- Women aspiring to look good
- Alternative channel: Online cosmetics sales
- Leading online retailers in the cosmetic space who are setting examples for other retailers
- Social media influences Millennials
- Manufacturers have raised the bar on product innovation
- New technology used in cosmetics industry is expected to become a trendsetter
- The young Indian demography

CONSUMER INSIGHTS

Lip cosmetics

- Know the 'cosmetic consumer'
- Profile data
- Innovative products in lipsticks and kajal
- Lipstick takes the lead in daily usage of lip cosmetics
- Reach out to experimental 18-24 year olds with targeted lip cosmetics
- 18-34 year olds prefer matte over glossy
- Natural ingredients top the list
 - Graph 1: Factors considered while choosing lipstick/lip colour, Sep 2019

- Be inspired by natural ingredient launches globally
- Lakme launched Lakme Absolute Matte Ultimate Lip Colour which contains natural ingredient from trees called argan oil
- Natural ingredients, long-wear and moisturising most sought after attributes
- Examples of lipsticks that keep lips moisturised for hours and are long-wear as well
- Regional preferences for lip products differ
- Leading brand Maybelline launch mattes range of lipsticks
- Brands collaborate with celebrities to launch premium ranges of colour cosmetics
- Power of co-creation: Brands collaborate with celebrities
- L'Oréal Paris collaborated with Sabyasachi to launch their limited edition makeup
- Insights: Metro vs Tier
- Tier 2 cities – A market which cannot be ignored

Eye cosmetics

- Kajal and eyebrow pencil equally popular in usage in last 12 months
- Leverage the daily usage pattern of eye cosmetics in East India; innovate new products for North India
- Kajal is most used in terms of daily usage
 - Graph 2: Usage of eye cosmetics, by daily basis, Sep 2019
- 18-24 year olds experimented the most

Retail insights

- Where are women shopping
- Kirana store cannot be ignored despite beauty retailers and online shopping growing
 - Graph 3: Sales of cosmetics, by retail channel, Sep 2019
- Revolutionise kirana stores for the digital platform
- Online companies join up with local kirana stores to strengthen their reach

MARKET APPLICATIONS

- Opportunities: What you need to know

Opportunities

- Target 18-24 year olds for lip and eye cosmetics
- Promote natural ingredients for metros and Tier 1, and long-wear for Tier 2
- North India: Most lucrative market for eye cosmetics
- Launch small pack sizes in Tier 2 cities in India for lip and eye cosmetics
- Natural ingredients, long-wear and moisturising claims attracts interest
- Extrapolate the experiences offered by kiosks across India
- Social media influencers and makeup experts help in reaching Millennial

LOCAL INNOVATIONS

- New launches in the Indian market in small pack sizes
- New launches in the Indian market with affordable prices

GLOBAL INNOVATIONS

- Single-use packs will appeal to teenagers
- Swipe once for beautiful lips
- Lip products that give the glow
- Selfie-worthy eyes
- Our pick of the most innovative launches in this review
- Eyeliner innovations offer versatility and durability and help achieve a winged look

GLOBAL TRENDS PLAYING OUT IN INDIA

- Help people transition to natural makeup
- Be clear about your 'clean beauty' and eco-proposition
- Affordable makeup making inroads
- For teens/tweens: focus on affordability as well as fun and experimentation
- Makeup for every shade or skin tone
- Deepen a large array of shades with the right undertones

APPENDIX

- Consumer survey methodology

MINTEL INDIAN CONSUMER – OTHER REPORTS AVAILABLE

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Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

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