

FACE COLOUR COSMETICS – INDIAN CONSUMER – 2019

Collaborate with evolving Indian consumers to promote makeup routines. Companies need to find innovative ways to target different consumer segments.



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



Report Content

- What you need to know

EXECUTIVE SUMMARY

- Collaborate, evolve and find innovative ways to target different consumer groups
- Global retail market overview: colour cosmetics, 2019
- Makeup creating a natural look will be more widely accepted
- Introduce shiny products in metro and natural ingredients in tiers
- 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
- Social media influencing the Millennials
- Manufacturers are coming up with creative ways to grab consumers' attention
- The young Indian demography

CONSUMER INSIGHTS

- Know the 'cosmetic consumer'
- Profile data
- Innovative facial makeup – the natural look suits all Indian skin types

Usage patterns

- Compact Powder was the most used colour cosmetic among women
 - Graph 1: Face colour cosmetics used in the last 12 months, Sep 2019
- New launches in compact powders had a common factor – mattifying effect
- 18-24 year old women look at oil-free products when choosing facial makeup
- Oil-free products are flooding the market
- Focus on makeup which look natural
- Natural look with soft highlights is what women are looking for
 - Graph 2: Statements about makeup products, select, Sep 2019
- Usage patterns of facial cosmetics

- Target the untapped market of older women
 - Graph 3: Statements about colour cosmetics, Sep 2019

Regional insights

- Distinct preferences cosmetic companies need to consider
- Shiny look becoming popular in metros and natural in tiers
- Tier cities are a new opportunity for cosmetic manufacturers

Retail insights

- Where women are shopping
- Kirana stores cannot be ignored despite the growth of beauty retailers and online shopping
 - Graph 4: Sales of cosmetics, by retail channel, select, Sep 2019
- Online companies tying up with local Kirana stores to strengthen their reach
- Use online websites to reach consumers
- Few examples of digital engagement mechanisms in online websites
- Online companies spreading their reach in cosmetics space

Other insights

- "Natural" and "Organic" are the new buzzwords
- Unique product offerings by these start-ups which make them stand out from others
- Natural and organic variants which made its foray in the facial makeup market targeting the vegan and vegetarian space
- Take cues from Lakmé, who tweaked their product portfolio
- Natural is the new mantra
- Keep the makeup true and real as consumers want
- Makeup for every shade or skintone
- Strong women and diversity are the new rules in beauty advertising
- Leading cosmetics company Lakmé touches on women's professional success to draw attention
- Advertisements where women are pushed to unleash their potential

MARKET APPLICATIONS

- Opportunities – what you need to know

Opportunities

- Target 18–24 year old women
- Target 18–24 year old women
 - Graph 5: Usage of makeup in the last 12 months by women aged 18–24,select, Sep 2019
- Tackle acne and oil-prone problems among the youth
- Launching products that help in skincare along with makeup

- Natural ingredients and Shiny look are the most sought after claims
 - Graph 6: Factors while selecting facial makeup, Sep 2019
- Three things to target the young female colour cosmetic consumer with
- Extrapolate the experiences offered by kiosks across India
- Social media influencers and makeup experts help reach Millennials

WHO'S INNOVATING

Local innovations

- Lakmé Kareena Kapoor Khan Absolute Cheek Contour
- Lotus Make-Up Proedit Silk Touch Luminizing Primer
- Lakmé 9 to 5 Naturale Finishing Powder
- Nykaa Strobe & Glow Liquid Highlighter
- MyGlamm Pose HD Blush Duo

GLOBAL INNOVATIONS

Global trends playing out in the local market

- Organic and Ayurvedic makeup picking up
- Draw inspiration from these homegrown organic brands
- Influence of Western culture playing out in India

Global launches that local companies can draw cue from

- Sheer and colour-adapting products have 'diversity appeal'
- Pack innovations and integrated tools bring convenience
- Mentions of glowing, dewy and water-like finishes conveys super-hydrating benefits

GLOBAL TRENDS PLAYING OUT IN INDIA

- Help people transition to natural makeup
- Be clear about your 'clean beauty' and eco proposition
- Multi-functional makeup gaining momentum
- Use crystals in makeup to pair spiritual wellness and cosmetic effects
- Use of alternative pack sizes making inroads
- Innovative convenient formats: sticks and cushions
- Draw inspiration from innovative convenient formats

APPENDIX

- Consumer survey methodology

MINTEL INDIAN CONSUMER – OTHER REPORTS AVAILABLE

About Mintel India Consumer

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.

In each report, we're analysing the trends and the innovations, the behaviours and the influencers of consumers across India. Our local expert analysts then examining the primary research and consumer data and translating it into what it means for you.

- ✓ Find out what Indian consumers want, what they need and what influences their purchasing decisions.
- ✓ Understand the Indian market and see how it fits into wider trends on a local and global level.
- ✓ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

How Mintel Indian Consumer will help your business grow:

01

Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

02

Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

03

See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by an Indian licensed market survey agent ([see Research Methodology Asia-Pacific for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850