

FACIAL SKINCARE – INDIAN CONSUMER – 2018

Establish a healthy skin regime for Indian consumers. Keep up with the natural ingredients and concentrate on men's skincare products.



A Mintel Analyst, Global Analyst



Report Content



EXECUTIVE SUMMARY

- What you need to know – Summary
- Focus on holistic approaches to skincare; diversify skincare offerings to include men
- Naturals – the paramount truth of the beauty industry
- Natural products landscape in India extends across mass to premium
- Innovate on the concept of 'food in beauty'
- Leverage familiarity of kitchen ingredients in skincare
- Drive a skincare routine among consumers
- Tailor skincare products as per lifestyles
- Encourage usage of sun protection for face
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Diversify skincare products to cater to men's need to look 'groomed'
- Leverage the socio-economic led awareness in beauty and grooming
- Offer products in line with evolving beauty definitions – fairness is not the key to beauty
- Design skin regimes to suit fast-paced modern lives

Global trends and how they are playing out in India

- Traditional ingredients rule the skincare market as Indians look back into their roots
- Adapt to changing society – men care about skincare
- Men's skincare products present in the market

CONSUMER INSIGHTS

- What you need to know

Facial skincare regime

- Expand product portfolio to suit people with diverse skin types
 - Graph 1: Skin type for females, by city tier, April 2018
- Make skincare an important part of grooming across consumers, including lip care
- Drive usage of products by preference across both genders

Facial Skincare – Indian Consumer – 2018

- Graph 2: Facial skincare product usage – Select, by gender, April 2018
- Communicate a skincare regime for younger Indian women; build on their familiarity of basic products
- Target campaigns for skincare regimes across specific groups like homemakers and students
 - Graph 3: Facial skincare product usage – Select, by occupation, April 2018
- Build on the affinity of Tier 2 consumers towards skincare product usage
- Use lip balm as a hook to inspire a skincare regime in South India

Skincare: Factors and product usage

- Tap into need for specific routines for oily and dry skin type in India
 - Graph 4: Facial product usage – Select, by skin type, April 2018
- Play the 'natural' card to appeal to consumers with oily skin
 - Graph 5: Skincare product claims – Select, by skin type, April 2018
- Create specific products for men's skincare needs
- Devise multi-functional light gel based products with UV claims to increase usage of sun care products
 - Graph 6: Skincare product claims – Select, by occupation, April 2018
- Dial up the natural claims in skincare to appeal to metro dwellers
- Customise claims on skincare products, keeping in mind regional preferences

Attitude towards facial skincare

- Customise skincare products to deal with lifestyle issues like pollution and diet
- Innovate products suitable for senior consumers
- Devise anti-pollution skincare products for East Indians
- Build brand equity of women's skincare products; offer medical advice for men along with skincare products
 - Graph 7: Attitudes towards skincare – Select, by gender, April 2018
- Appeal to older consumers with age-specific products and skincare information
- Focus cost effective skincare routines for students; inspire working women to take care of their skin
 - Graph 8: Attitudes towards skincare – Select, by occupation, April 2018
- Increase penetration of premium skincare products in South India

MARKET APPLICATIONS

- Opportunity: Key areas of focus

Opportunities

- Focus on overall wellness – skincare is result of internal and external health
- Overall beauty: Impact of diet on skin
- Customise skincare as per lifestages – different for seniors and teenagers
- Offer consumers products as per their skin needs
- Focus on men's skincare
- Tap into the potential of men's skincare needs

Facial Skincare – Indian Consumer – 2018

Who's innovating

- Introducing the usage of makeup remover – with natural ingredients
- Startup enters the untapped area – skincare for pregnant and new moms
- Source inspiration from the latest skincare trends

Global innovations

- Draw inspirations from products available globally for the Indian consumer
- Brands go eco-friendly across the world

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.

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