

# 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.



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# 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 lifestages
- 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

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- 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

### 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

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