

# FACIAL SKINCARE – INDIAN CONSUMER – 2019

Offer convenient formats to induce a routine; establish an expert association with dermatologist collaboration.



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# Report Content



## EXECUTIVE SUMMARY

- What you need to know – Summary
- Educate consumers to upgrade from basic products to a simple skincare routine to proactively take care of skin
- APAC retail market overview: facial care 2018
- Skin lightening is the most popular claim, followed by cleansing
  - Graph 1: Facial care retail market segmentation, by value (INR million), 2016-17
- Natural claims and botanical ingredients are a must-have in facial skincare products
  - Graph 2: Top 10 claims, facial care\* launches, 2016-Jun 2019
- Establish a routine and educate consumers to proactively care for their skin
- Go the expert route, using dermatologists' opinions and certifications
- What it means

## KEY TRENDS

- What you need to know

### Key drivers

- Seize the market before competition becomes stiffer
- Types and formats of products are increasing
- Busy lifestyles are driving the convenience factor in skincare

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

- Facial care meets Mintel Trends

## CONSUMER INSIGHTS

- What you need to know

### Chapter 1: Skin concerns

- Graph 3: "Which of these following facial skin concerns do you have? Please select all that apply", top five concerns, by gender, 2019
- Graph 4: "Which of the following facial skin concerns do you have? Please select all that apply", by age, 2019
- Fortify products with sun tan benefits for consumers in the East; additionally, de-pigmentation is important for consumers in the North
  - Graph 5: "Which of the following facial skin concerns do you have? Please select all that apply", by region, 2019
- Address overlooked areas, like under-eye and wrinkles

## Chapter 2: Product usage

- Defining consumer groups
- General products drive the category, although most consumers claim to not use any facial care products
  - Graph 6: "When, if at all, do you use the following facial skincare products?", NET any usage, 2019
- Make fairness an anchor claim for specialised products
- Personalise offering of acne treatments, along with general products
  - Graph 7: NET facial care product usage, selected products, by age, 2019
- Position lip balm as a must-have for women and not just a seasonal product
- Offer specialty skin problem-tackling products for older consumers

## Chapter 3: Types of users

- Defining consumer groups
- Build trust through in-store assistants for younger consumers to proactively care for their skin
- Himalaya face wash campaign shows two sisters wherein the younger one seeks advice from her older sister for pimple problems
- Understand why older consumers ignore their problems: is it the range of products or general awareness?
- Make skincare easy to use especially for time-pressed parents
- Promote use of a traditional home ingredient with products for consumers in South of India
  - Graph 8: Consumer behavior groups, by age, 2019

## Chapter 4: Ingredient preferences

- Talk to men about ingredients; they understand certain terms
- Use familiarity of ingredients as the key for younger consumers
- Mention hero ingredients and their benefits clearly on pack

## MARKET APPLICATIONS

- Opportunity: Key areas of focus

### Opportunities

- Establish an easy skincare routine: an area lacking in India
- Offer prescriptive, skin-caring product sets for consumers facing acne issues
- Go the online route to educate consumers about ingredients; anything new is first researched online by Indian consumers
- Use different strategies to target different consumer groups

### Who's innovating

- Skingene: a personal skincare expert
- Kaya Youth

### Global innovations

- Our pick of the most innovative launches
- Specialised pollution-protection innovations target lips and eyes

### APPENDIX

- Consumer survey methodology

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