

FEMININE CARE – INDIAN CONSUMER – 2018

Communicate to women on the need to take care of themselves. Help them move to a regime of feminine care. Leverage digital media to spread awareness.



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Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Communicate to drive consumption of sanitary products; treat menstruation in a holistic manner
- 'Padman' helps break barriers on the topic of menstruation
- Protect the environment through menstrual hygiene
- Indian startups lead the way for eco-friendly sanitary products
- Position Tier 3 cities as a beacon for adoption of sanitary products
- Offer personalised communication to increase awareness among women
- Graduate metro dwellers into advanced feminine care product users
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Government leads the initiative to promote usage of sanitary pads
- Suvidha – new age biodegradable pads launched by the Government of India
- Tax waiver gives price relief to sanitary napkins
- Social media breaks barriers to help spread awareness on menstrual hygiene
- Social media campaigns lead the way in awareness and changes in societal norms

Global trends and how are they playing out in India

- Naturals encroach upon sanitary protection as women look for natural sanitary products
- Organic, natural sanitary pads lead the 'natural' revolution

CONSUMER INSIGHTS

- What you need to know

Drive usage of feminine care products

- Highlight importance of hygiene and safety to boost usage of sanitary protection – target young girls
- Focus on Tier 2 women to help drive consumption of biodegradable pads
 - Graph 1: Feminine care product usage – select, by City type, April 2018
- Communicate the advantages of sanitary pads and tampons to drive usage among working women
 - Graph 2: Feminine care product usage, selected products, by Working status, April 2018

Feminine Care – Indian Consumer – 2018

- Offer bundled packs of disposable sanitary products to help women experiment with a variety of products
- Targeted advertisements help create awareness about new-age products: tampons
- Establish communication with South Indian women to assuage their fears on usage of pads; highlight hygiene and ease to break barriers

Feminine care – attitudes and preferences

- Dial up the quality of pads to appeal to consumers across the board
 - Graph 3: Factors influencing purchase of sanitary products, selected attributes, by age group, April 2018
- Reach out to non-working women to popularise sanitary products with added attributes like odour control
- Address regional preferences of consumers for enhanced features of sanitary products
- Brands must promote open discussions through women-centric forums to increase awareness
- Personalise digital ads for feminine hygiene to build brand equity with women

MARKET APPLICATIONS

- What you need to know

Opportunities

- Create bundled feminine care packs to establish a regime for hygiene – pads, liners, wipes and washes
- Build on the need for hygiene among metro dwellers to help increase usage of feminine hygiene products
- Focus on women's overall health – target holistic feminine care along with indulgence
- Increasing focus on women's health
- Offer sanitary products as per life stages to help address specific challenges

Who's innovating

- Everteen goes the subscription route with monthly delivery of sanitary essentials
- Tailor-made sanitary protection for the modern woman
- India's first menstrual drink – Energy and nourishment combined in a pack
- Feminine Hygiene imbibes technology

Global innovations

- Seek inspiration from innovations in feminine hygiene globally

APPENDIX

- Consumer survey methodology

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