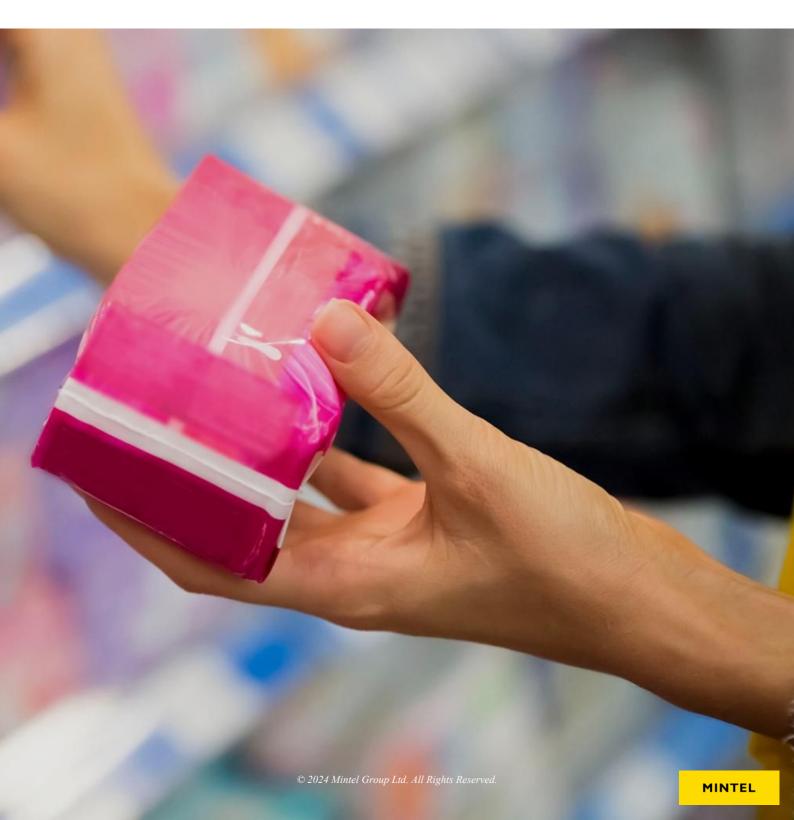
# FEMININE CARE – INDIAN CONSUMER – 2018

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

- · 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 methodolgy

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