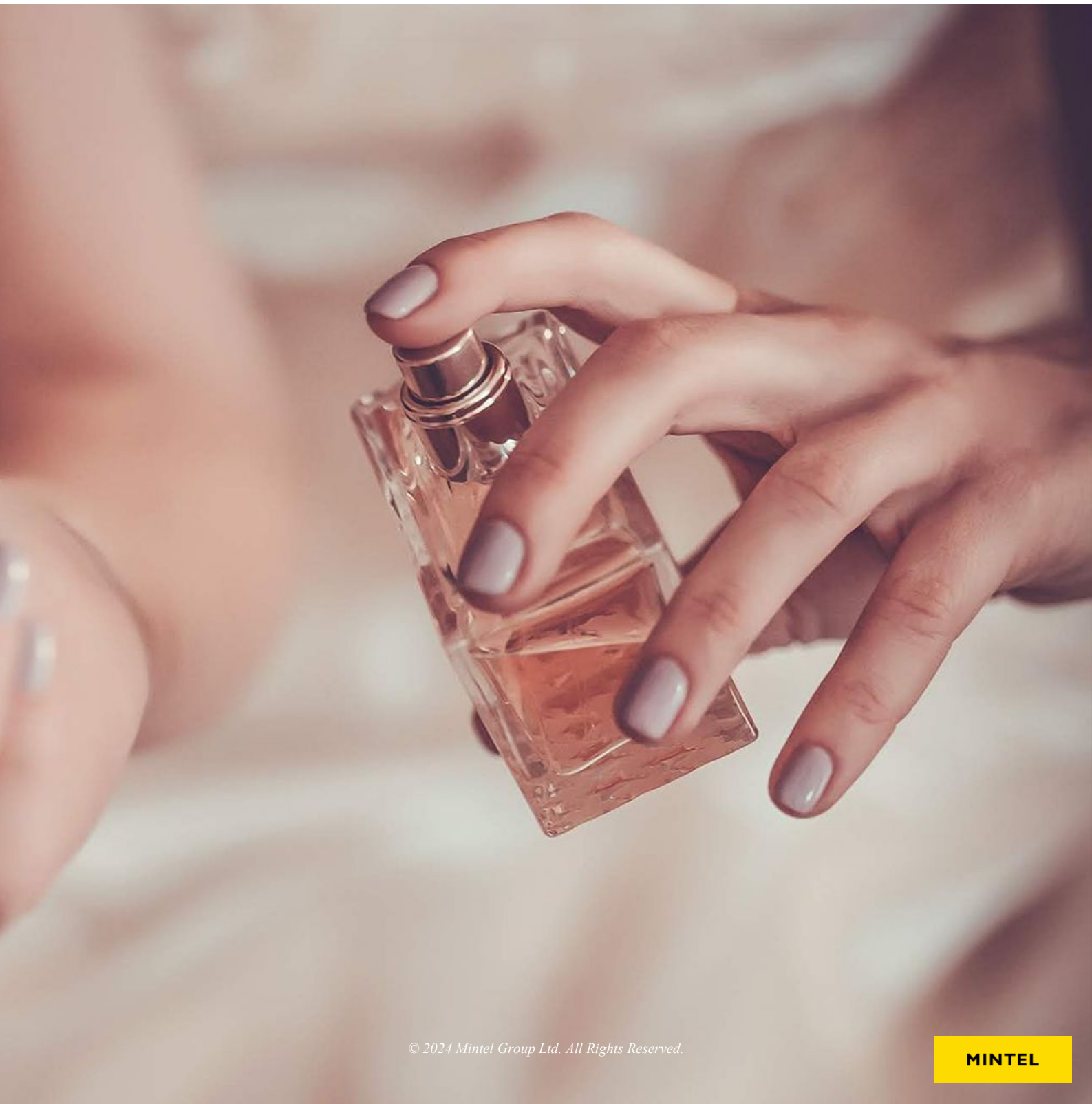


FRAGRANCES – INDIAN CONSUMER – 2018

Educate consumers and encourage them to adopt fragrance as part of their regular routine through product innovations and retail experiences.



Rimpie Tulsiani, Sr. Beauty
& Personal Care Analyst,
India



Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Educate and innovate to get a whiff of growing affordable luxury segment
- Educate consumers and elevate their experiences with regard to fragrances
- India's diverse regional fragrance preferences and abundance of natural ingredients
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Growing beauty and luxury segment
- Homegrown companies are designing the right proposition for the value-conscious Indian consumer
- Homegrown companies lead the scent trail
- Small pack size and ticket value make Axe Ticket Perfume truly pocket-friendly

Global trends and how they are playing out in India

- Adapt to changing society – unisex fragrances on the rise
 - Graph 1: Fragrance NPD launches, 2015-18
- Fragrances trying to break out of gender bottles
- Fragrances to assume higher ground by talking about mood enhancement

CONSUMER INSIGHTS

- What you need to know

Fragrance usage and behaviour

- Think fragrance bundling with personal care products to expand the category
- Break in through the scented products route to bring fragrance products to consumers
- Direct communication towards women highlighting scented personal care products cannot substitute fragrance products
 - Graph 2: Usage of scented personal care products vs fragrance products, by all, April 2018
- The East region and students lead the fragrance trail
- Amplify the gap and reinforce the elevated status of fragrances over deodorants
 - Graph 3: Agreement with select statements about fragrance, April 2018
- Offer DIY fragrance kits to address competency and customisation needs

- Graph 4: Agreement with select statements about fragrance, April 2018
- Be sensitive to regional differences to devise what ticks in different markets

Purchase consideration and innovations

- Appeal to senses with natural and relaxing fragrances with ingredients native to India
- TURF methodology
- TURF analysis reveals the mix of attributes that will attract the largest number of unique respondents
- Make the South smell good with an app that recommends fragrances based on preferences
- Create a skin-safe fragrance story through all-natural and organic ingredients in the lead cast
- Keep the story interesting through pop-up shops and limited edition, especially in Tier 2 cities
- TURF methodology
- TURF analysis reveals the mix of attributes that will attract the largest number of unique respondents

MARKET APPLICATION

- Opportunities: Key areas of focus

Opportunities

- Introduce non-users to world of fragrance #GifftaPerfume
- Position natural body mist/spray as a refreshing break, especially to homemakers
- Ossum body mist takes scented personal care products head-on with everyday perfume for women

Who's innovating

- SCENTIDO – India's premiere experiential boutique perfumery
- All Good Scents: The made-in-France Indian perfume brand
- Wild Stone to draw women to fragrance experience centres
- Inspired by India
- Natural fragrances available in India

Global innovators

- US: Micro batch perfume oil
- Disruptive formats: Chanel cooling mini pots of gel fragrance
- The world of fragrance
- Think different: Texture, refill packaging, cosmetic add-on
- Technology assistance: My Perfume test app
- Integrate and bundle fragrance products with personal care products

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.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by an Indian licensed market survey agent ([see Research Methodology Asia-Pacific for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com
email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850