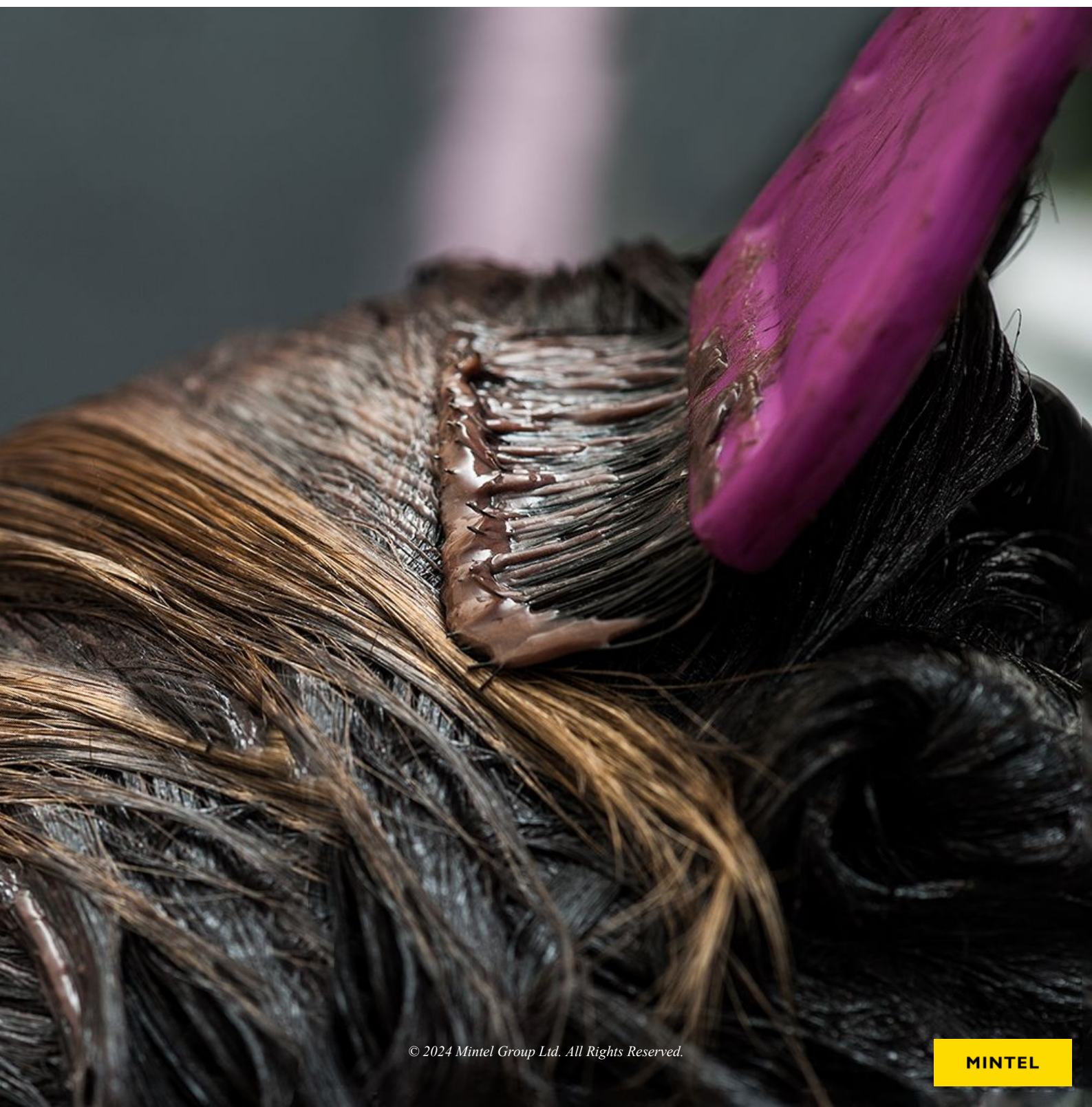


HAIR COLOUR – INDIAN CONSUMER – 2018

Expand the hair colour category beyond grey coverage and innovate to increase usage of hair colour.



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



Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Grow the hair colour portfolio beyond grey coverage through natural/traditional ingredients and innovations
- Asia Pacific retail market overview: hair colourants 2018
- New shampoo format but same old grey hair concern in India
- Shift consumer understanding and create distinction between grey coverage and fashion hair colour
- Neutralise the damage associated with hair colouring
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Booming beauty and wellness industry: Innovations and at-home use products drive hair colour segment
- Tackling hair colour barriers with naturals, quick and easy-to-use products
- Men's launches are niche but most active in Asia Pacific, especially in India
- India's export to other regions: natural hair colour
- Top 10 countries with new hair colour products from India

Global trends and how they are playing out in India

- Go back to basics, naturally
 - Graph 1: Top formats of new hair colour launches, by region, Jan-July 2018
- India showcases a strong need for long-lasting, botanical/herbal and all-natural hair colour claims compared to other regions
- Freedom to choose from variety of time and duration hair colour product options
- Experiment without fear with 1-day temporary fashion hair colour

CONSUMER INSIGHTS

- What you need to know

Hair colour usage

- Graph 2: Hair colour users vs non-users, by age-group, April 2018
- Graph 3: Hair colour use in last 6 months, April 2018
- Initiate youngsters into hair colour with temporary, natural-based fashion colour

Attitudes towards hair colour

- Educate consumers on hair colour usage in addition to grey coverage and mitigate perception around hair damage
 - Graph 4: Attitude towards select hair colour statements, by users vs non-users, April 2018
 - Graph 5: Attitude towards hair colour, by users vs non-users, April 2018
 - Graph 6: Attitude towards select hair colour statements, by household composition, April 2018
- Product functionality holds prime importance over recommendations and endorsements as purchase influencers
 - Graph 7: Purchase factors for at home use hair colour product, by users vs non-users April 2018

MARKET APPLICATION

- Opportunity: Key areas of focus

Opportunities

- Change the goalposts for the 'first colour' occasion around marriage

Who's innovating

- Dump the applicator brush: Quick and convenient insta-shampoo hair colour in 5 minutes
- Fill in the gaps in between hair colour application with temporary products

Global innovators

- L'Oréal embraces back-to-basics trend with its natural and vegan hair colour
- Unlock at-home fashion hair colour with ready-to-use, temporary washout colour
- Kao Rerise shifts grey coverage to bathroom and talks about gradual coverage
- Japan's expanding array of hair colour products pushes traditional definitions and formats

APPENDIX

- Consumer survey methodology
- TURF Analysis
- Glossary

MINTEL INDIAN CONSUMER - OTHER REPORTS AVAILABLE

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