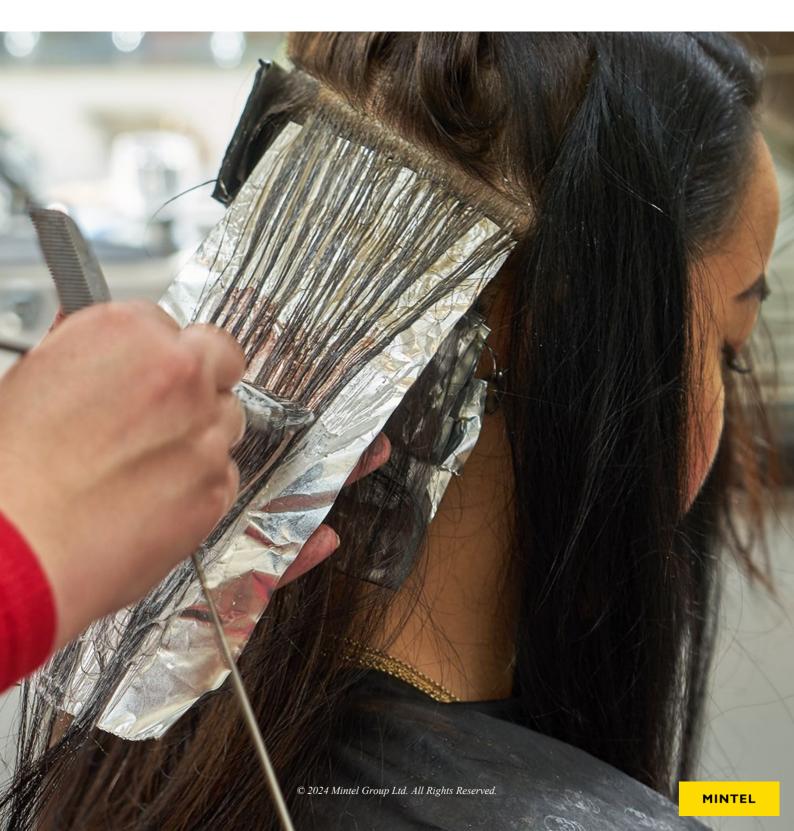
# HAIR COLOUR – INDIAN CONSUMER – 2020

Post its recovery from COVID-19, hair colourants can look at resuming its growth by looking beyond grey coverage.





# Report Content

# **EXECUTIVE SUMMARY**

- · What you need to know
- Mintel's perspective

#### Market context

- Impact of COVID-19 on hair colourants
- India is the global bright spot for hair colourants
  - Graph 1: Hair colourant launches for top 10 markets by top five claims, Jan 2019-Mar 2020
  - Graph 2: Hair colourant launches, Jan 2017-Dec 2019
- · Grey coverage is currently the main focus for India
  - Graph 3: Hair colour launches with the word grey as a % of the total hair colour launches, Jan 2017-Dec 2019
- Hair colourants need to tap new audiences to grow

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- Non-users outnumber users
  - Graph 4: Reasons for hair colour usage among men of different age groups, Dec 2019
  - Graph 5: Reasons for hair colour usage among women of different age groups, Dec 2019
- Introducing the three user groups for hair colourants:
- Non-users want: The latest global trends
- · Fashionable users want: New formats which drive convenience and include natural ingredients
- · Grey consumers want: Convenient solutions to cover greys

#### **OPPORTUNITIES**

- Encourage fashion colour usage with the young non-user via online
- Leverage the fashionable user's experimental quality
- · Provide easy-to-use solutions for the grey consumer

#### **COMPETITIVE LANDSCAPE**

· Innovations entice the hair colour consumer

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The category is expected to return to normalcy

#### IMPACT OF COVID-19 ON HAIR COLOUR

- · The outlook for the Indian hair care industry
- The outlook for the Indian hair colourants industry
- The impact of COVID-19 on hair colourants
- The impact of COVID-19 on hair colourants SWOT analysis
  - Graph 6: "Compared to your usual spending habits, do you expect to spend more, less or about the same in each of the following categories over the next month?", 22-28 May, 2020
- · Change in consumer behavior and what brands can do
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- The marketing mix price
- · The marketing mix place
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- · In summary: Adapting to the new normal

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- · Grey coverage is currently the main focus for India
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- · The older cohort are the primary target
  - Graph 8: Reasons for colouring hair in the last 12 months, Dec 2019
- Brands are also driving convenience...
  - Graph 9: Top five claims in hair colourant launches, Jan 2017-Dec 2019
- · ...in all hair colourant formats
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# **KEY DRIVERS**

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- · India is a growing market, but needs to be more proactive in launches

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# Global trends and how they are playing out in India

Temporary colourants currently meet the demands of the time-pressed consumer

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- · Temporary formats can encourage this user to experiment

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· Opportunities: Key areas of focus

#### How to target the young non-user

- · Tap students with products that give instant gratification
- · Blur with 'makeup' to target the youth
- · Formats can take inspiration from makeup

## Increase usage with the fashionable user

- · Foam as a texture can convey convenience
- · Trending jelly textures provide an opportunity
- · Include natural ingredients to drive protection
- · Added benefits can supplement aftercare
- · Natural oils communicate protection
- Offer experimentation without commitment to express individuality
- · Demand for customisation is strong
- · Personalised hair colour kits can help maintain client relations and bottom line

# Convenient formats will appease the grey consumer

- · Bring practical features to your packaging to drive convenience
- Temporary formats can see success
- An acceptance of grey in self-isolation may continue post-COVID-19

#### **Local innovations**

· Streax Ultralights Highlighting Kit extends range to electric colours

#### Global innovations

- · Hair cushions make an impact in South Korea
- · Temporary touch-ups extended to a shadow
- Changing hair colours can entice the youth

# **APPENDIX**

Consumer survey methodology

# **About Mintel India Consumer**

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