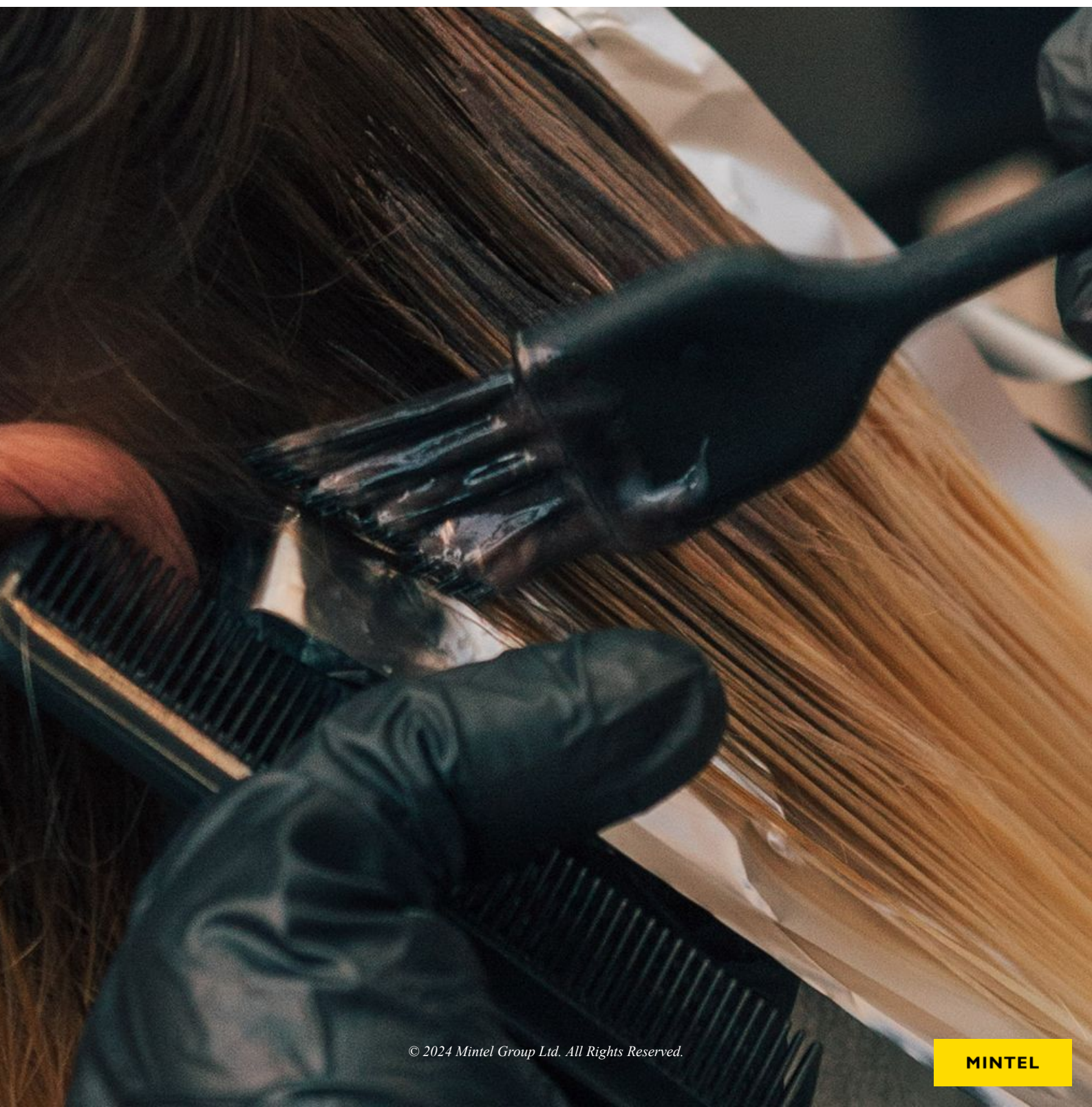


HAIR COLOURANTS – INDIAN CONSUMER – 2019

Encourage usage of hair colourants by making them mainstream. Focus on fashionable colours to drive use across demographics.



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



Report Content

- What you need to know

EXECUTIVE SUMMARY

- Take hair colour into mainstream haircare and beauty regimes; innovate with ingredients to enable consumers to try hair colour without fear
- Global retail market overview, hair colourants, 2019
- Format innovations must align with convenience demands
- Trending convenience claims tap into temporary colourants trend
- Drive usage of hair colour across India, which is very low currently
- Focus on easy-to-use hair colour products
- Key takeaways

KEY TRENDS

- What you need to know

Key trends

- Booming beauty and wellness industry: Innovations and at-home use products drive hair colour segment
- Social media brings about the need for consumers to be well-groomed
- Talk about quick-fix hair colours for the busy Indian consumer

Global trends and how they are playing out in India

- Bring fully customised solutions into hair colour
- How Mintel Trends are impacting hair colourants

CONSUMER INSIGHTS

- What you need to know

Hair colour usage

- Fashion hair colour is yet to catch on in India
- Target the younger cohort by positioning hair colour as a fashion item rather than a necessity
 - Graph 1: Mean age of hair colour users vs non-users, March 2019
- Young consumers want fun, expressive hair colours
- Help non-hair colour users adapt to hair colour with easy-to-use DIY packs in small SKUs
- Focus on convenience in at-home hair colour segment

Hair Colourants – Indian Consumer – 2019

- Graph 2: Hair colour usage, March 2019
- Target men with a monthly grooming package including hair colour
 - Graph 3: Hair colour usage, by gender, March 2019
- Demographic profile: Hair colour users vs non-users
- Penetrate into Southern India with hair colour that resonates with consumer needs in this region
 - Graph 4: Usage of hair colour, by region and age, Feb 2019
- Diversify hair colour portfolio to suit consumers across the board, both employed and non-working
- Cater to the rising aspirations of students
- Young consumers show the most interest in bold hair colours

Hair colour users vs non-users

- Innovate with packaging and options in DIY hair colours
- Develop customisable drops and mix/match options
- Work around subscription and top-up packs for middle-aged hair colour users
 - Graph 5: Frequency of at-home hair colour (self/someone else) in last six months, by age group, March 2019
- Encourage repeat usage of hair colour among South Indian consumers
 - Graph 6: Frequency of at-home hair colour (self/someone else) in last six months, by region, March 2019
- Understand aspirations of consumers as low-tier cities step up in their hair colour usage
- Play up the fun element in hair colour; move away from talking about grey coverage
 - Graph 7: Select top reasons for not colouring hair, March 2019
- Products that meet the desire for vibrant hair colour
- Modify ads and messaging to help younger consumers think of hair colour as an additional beauty step
- Work to address the negative connotations associated with hair colour
- Care for hair by including natural and hydrating ingredients
- Focus on attaining the perfect balance between fashion colour and natural ingredients to attract consumers
- Push occasions for consumption of fashion colours
- Adopt a multi-fold approach to appeal to different consumer segments
 - Graph 8: Select motivations to try at-home hair colour for fashion, March 2019
- Leverage kirana stores to push hair colours to non-hair colour users
 - Graph 9: Top retailers shopped by women for beauty products in last six months, by hair colour usage, Feb 2019
- Innovate with formats and packaging to drive usage of fashion colours among hair colour users
- Blur with makeup to emphasise portability and ease of use
- Leading players offer mascara-like formats for ease of use

MARKET APPLICATION

- Opportunities: What you need to know

Opportunities

- Assist consumers in their pursuit for hair colour, particularly fashion colours
- Custom hair colour suggestions with offline-to-online campaign
- Serve up solutions that can be personalised
- Bring hair colour into consumers' regular hair regimes, especially women
- Godrej Expert: Easy five-minute hair colour shampoo innovation
- Allow consumers to experiment with hair colour with minimal impact
- Tap into the need for natural ingredients, easy-to-apply and temporary colours to push consumption of fashion hair colour
 - Graph 10: Top five claims in hair colourants, 2017-19
- Choose from an array of hair conditioning oils
- Include an array of oils in formulations

Local innovations

- Mass brand Godrej centred communication around the most popular event in India: The Cricket World Cup
- Streax launched its shampoo hair colour to provide a quick-fix hair colour solution

Global innovations

- Protection claims can expand and tap into pollution concerns
- Water-themed innovations convey purity and hydration
- Interesting formats to explore
- High levels of launch activity and exciting new claims

CONSUMER SURVEY METHODOLOGY

- Consumer survey methodology

MINTEL INDIAN CONSUMER – OTHER REPORTS AVAILABLE

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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.

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01

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02

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03

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