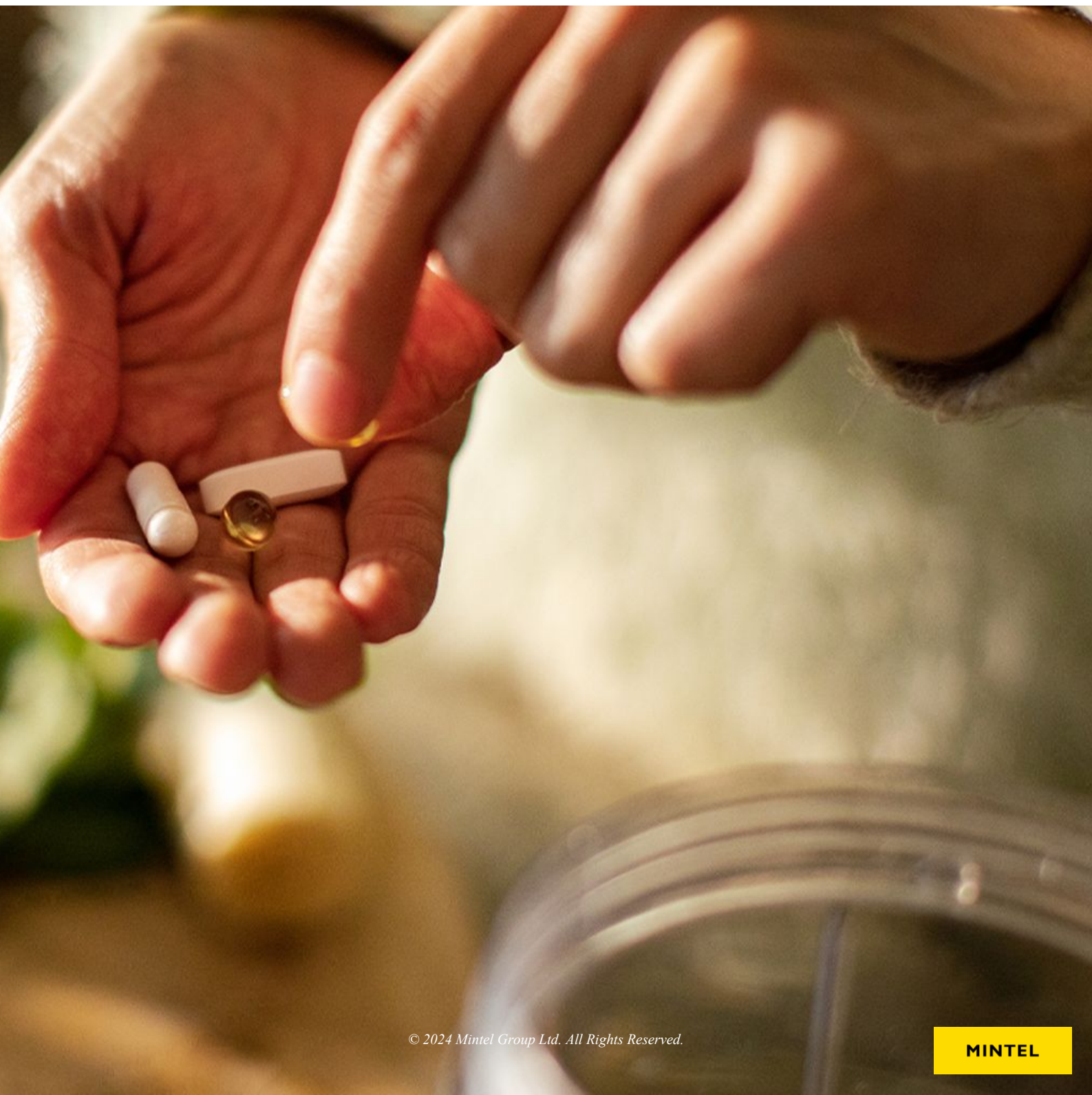


INGESTIBLE BEAUTY – INDIAN CONSUMER – 2023

Position beauty supplements as effective in treating skin issues. Heighten its safety standing by using clean ingredient claims and address women's hair health needs.



Tanya Rajani, Principal Analyst, Beauty & Personal Care, India



Ingestible Beauty - Indian Consumer - 2023

This report looks at the following areas:

- Key trends seen in the beauty supplement category
- User size of beauty supplements
- Benefits for which beauty supplements are being consumed and which can drive consumption
- Beauty supplement formats of interest
- Ingredients with high potential
- Attitudes towards beauty supplements
- Opportunities to grow the user size and usage occasions



Position beauty supplements as effective in treating skin issues. Heighten its safety standing by using clean ingredient claims and address women's hair health needs.

Overview

As a result of the pandemic, there has been an increasing trend of consumers directing their attention towards improving their inner health and wellbeing to enhance their outward appearance. This shift in focus has contributed to the growing popularity and acceptance of beauty supplements.

While the category's users primarily consume supplements as a preventive measure for healthy, radiant skin, there are opportunities to move them towards using supplements even for treatment of skin issues such as acne by leveraging the strengths of topical skincare ingredients.

Beauty supplements in India carry the perception of potential side effects, which can hinder its adoption. Brands can mitigate this drawback by emphasising the safety of their products

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through the use of clean ingredient claims. The report touches upon the opportunities present in the country under the scope of clean ingredient claims.

While hair thickness and hair shine are fundamental benefits women across age groups seek, among women aged 25-34, the foremost priority when consuming beauty supplements is to prevent hairfall. Brands can capitalise on these haircare benefits and strengthen their commitment to improving overall hair health while talking to women aged 25-34. Offering beauty supplements in formats that appeal to this segment can make the proposition more attractive for them.

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Report Content



EXECUTIVE SUMMARY

- Report definition
- Mintel's perspective

Key issues covered in this Report

- Overview
- The outlook for ingestible beauty in India
- India's beauty supplement market flourishes amidst rising demand and emerging format trend
 - Graph 1: beauty supplement* launches, by formats, 2018-23
- Shift the perception of beauty supplements from solely preventive to being effective in treating skin issues
- Leverage clean ingredient claims to establish the safety of beauty supplements for consumption
 - Graph 2: features that encourage trial of beauty supplements, 2023
- Enhance usage with women by increasing focus on hair health benefits

KEY TRENDS

- What you need to know

The category experiences a whirlwind of activity

- India ranks among the top five in beauty supplements innovation activity
 - Graph 3: top ten markets for beauty supplement* launches, 2018-23
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- There has been a shift in prioritising holistic health within the beauty industry
 - Graph 4: consumer agreement towards a healthy diet playing an equally important role as beauty products in enhancing beauty*, 2023
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- Home-grown brands are innovating with formats

Safety concerns shroud the category

- The supplement category is subject to safety concerns
- The absence of sufficient information about quality control measures raises concerns
- Consumers pick products judiciously

Clean claims permeate the category

- Indian consumers aspire to be more 'clean'
- Home-grown ingestible beauty brands lean on natural ingredients
- Beauty supplements in India are placing an emphasis on cleaner claims
 - Graph 6: % of beauty supplement* launches, by select claims, 2018-23

WHAT CONSUMERS WANT AND WHY

- What you need to know
- Opportunistic future for beauty supplements in India
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Enhance the perception of beauty supplements to include treatment of skin issues

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- Demographic profile of Beauty Supplement Users
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 - Graph 8: strong agreement with attitudes towards beauty supplements , 2023
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Ingestible Beauty – Indian Consumer – 2023

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Target women aged 25-34 with ingestibles for healthy hair

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- Key demographics of women aged 25-34
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 - Graph 24: formats of beauty supplements consumers are interested in trying, 2023
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- Provide innovative consumption experiences for beauty supplements

APPENDIX

- Consumer survey methodology
- TURF Analysis
- Social data research methodology

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.
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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

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