

MARKETING BEAUTY TO WOMEN – INDIAN CONSUMER – 2019

Meet women where they shop most to help drive consumption. Break the stereotypical beauty image and make it more inclusive of age and skin type.



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Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Meet women where they shop most with value-added, authentic products to drive the beauty revolution in India
- Help establish a beauty regime for women – take cues from traditional Indian beauty regimes
- Make beauty products that are easy to use, long-lasting and suited for the Indian climate
- What it means

KEY DRIVERS

- What it means

Key drivers

- Social pressure to 'look good'
- Rise in traditional products
- Women's changing role in society
- The changing face of the Indian beauty landscape led by launch of new products
- New-age beauty retail helps cater to the growing demands of an evolving consumer base

Global trends and how they are playing out in India

- Take the lead in getting women to pamper themselves
- Single households will become the norm, not the exception
 - Graph 1: Projected increase in number of one-person households in selected OECD countries, %, early-2000s to 2025-30
- Use beauty product promotions to strengthen women empowerment
- Beauty products must work as a catalyst to cater to the growing demand for gender equality

CONSUMER INSIGHTS

- What it means

Beauty is basic in India

- Upgrade women's basic beauty purchase pattern
 - Graph 2: Beauty and personal care purchase, by age, Feb 2019
- Go with age-specific promotions to help reach out to a wider audience
- Offer holistic skincare and haircare products specifically designed for older women
- Leverage the familiarity of bath products to push bodycare and fragrance ranges to women in West India
- Bridge the consumption gap between low-tier cities and metros

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- Bring beauty products to the daily lives of working women
 - Graph 3: Consumption of beauty products, by employment status, Feb 2019
- Make students the focal point for new innovations

Retail channels for beauty purchases

- Meet women at their choice of retailer – kirana stores and supermarkets – and keep an eye on online retail for beauty as it has huge potential
 - Graph 4: Choice of retailer for beauty products, by age, Feb 2019
- Leverage traditional retailers to push newer beauty products among women; capitalise on their knowledge of consumer choices to promote beauty
- Encourage women to embrace modern retail channels
- Build on the acceptance of online beauty shopping among mothers for whom convenience is key
- Attract consumers from West India to shop at dedicated beauty retailers
 - Graph 5: Preferred choice of retailer by region
- Understand the route to beauty for women, which varies by city

Product expectations

- Focus on the efficacy and functionality of beauty products to be a popular choice among women
 - Graph 6: Key purchase factors for beauty products, by age, Feb 2019
- Play up the claims sought by consumers in product launches
 - Graph 7: Top 10 claims in skincare, % launches, 2017-18
 - Graph 8: Top 10 claims in colour cosmetics, % launches, 2017-18
- New beauty launches
- Cater to diverse purchase influencers by region – ingredients for the North and reviews for West India
 - Graph 9: Key purchase factors for beauty products, by region, Feb 2019
- Emphasise efficacy to meet demands of consumers in low-tier cities
- Communicate ingredients to stay-at-home mums and encourage them to post online reviews

MARKET APPLICATIONS

- Opportunities: What you need to know

Opportunities

- Increase touchpoints to connect with women
- Help women feel proud of what they are
- Expand the scope of beauty products and go beyond young women
- Build on the digital penetration to connect with women about beauty

Local innovations

- Dove attempts to break the typical attributes associated with beauty

Marketing Beauty to Women – Indian Consumer – 2019

- Changing face of Indian advertisements – Personal care brand talks about the many faces of, and challenges for, modern women
- The digital expansion has led to availability of niche, premium beauty products online
- Vedic – India's customised Ayurvedic haircare regimen

Global innovations

- Brands can lead with lifestyle and wellbeing
- The connection spectrum: a holistic retail experience
- Intensify the experience with responsive single doses

APPENDIX

- Consumer methodology

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