

MEN'S GROOMING BEHAVIOUR – INDIAN CONSUMER – 2018

Capture share of evolving men's grooming market with product innovations and differentiated marketing-mix strategy.



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Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Adopt a differentiated marketing-mix strategy to address an evolving and inconsistent men's grooming market
- Opportunity for more 'male-targeted' products based on Indian men's appearance-related concerns
- Influx of funding in men's grooming start-ups
- News flash: Series of funding in men's grooming start-ups
- Adopt a differentiated marketing-mix strategy
- Communicate convenience and simplicity for metro men and aspiration for upcoming tier cities
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Innovative skincare and hair products for men are firing up the category
 - Graph 1: New product launches with 'male' claim, by categories, 2015-17
- Botanical/herbal and long-lasting claims make their presence felt across categories
- Start-ups channel the power of online to fuel growth
- Catch men online with YouTube videos, subscription sites, and online portals
- Beard care brings men's grooming into the spotlight

Global trends and how they are playing out in India

- From botox to 'brotox': Men are getting adventurous with aesthetic services as well
- Online services and subscription boxes aid faster adoption of grooming products

CONSUMER INSIGHTS

- What you need to know

Appearance, concerns, and benefits sought

- Appeal to metro men but do not ignore Tier 1 and Tier 2 cities
 - Graph 2: Mean time spent in minutes on appearance, by tier, April 2018
- Men in the West and North are more primed for grooming over other regions
- Men in the West and North are more primed for grooming over other regions
- Address appearance-related concerns to engage potential male consumers

- TURF methodology
- Add convenience to men's grooming regimen with bundled portfolio offerings
- TURF analysis reveals the mix of attributes that will attract the largest number of unique respondents
- Catch men's attention with products designed specifically for their skin type
- TURF analysis reveals the mix of attributes that will attract the largest number of unique respondents

Attitude and behaviour towards grooming

- Elevate grooming by highlighting its impact in addition to functional benefits
 - Graph 3: Agreement with select statements about appearance, May 2018
- Ease out men in the West who are under pressure to look good
- Update men on grooming products and trends through salons and media
- It's all about hair for men – care, grooming, and removal
 - Graph 4: Agreement with grooming behaviour, May 2018
- Hair and teeth demand men's attention
 - Graph 5: Amount of time spent compared to last year, May 2018

MARKET APPLICATION

- Reach out to younger, digital-savvy men who are early adopters of grooming products
- Discover specific niches: Specialised hair collection targets turbaned men
- Opportunities: Key areas of focus

Local innovators

- The 'Studio X' way: Digital, exclusive men's grooming brand
- Digital, exclusive men's premium range products co-created by a team of celebrity stylists for celebrity style at home
- Reach a wider consumer base of men by partnering with online communities, fitness clubs
- Exclusive men's brand pushing the boundaries to expand product portfolio beyond basic products and deodorant
- Getting serious about men: Brands trying to make in-roads with men's variants
- Cinthol Shave+Face wash: Dual-action product for shave and face wash in one go

Global innovators

- Kit-it for men: Offer ready regime solutions based on skin type or concerns
- Facial sheet mask conveniently shaped to fit around the shaving/beard area
- Multi-functional products for men
- Anti-ageing products for men to turn back the clock
- Stamping their mark: Men's ranges by popular brands (imported products available in India) asserting their male identity
- Makeup for men: Chanel debuting first men's makeup line "Boy de Chanel"
- Makeup products for men

APPENDIX

- Consumer survey methodology

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