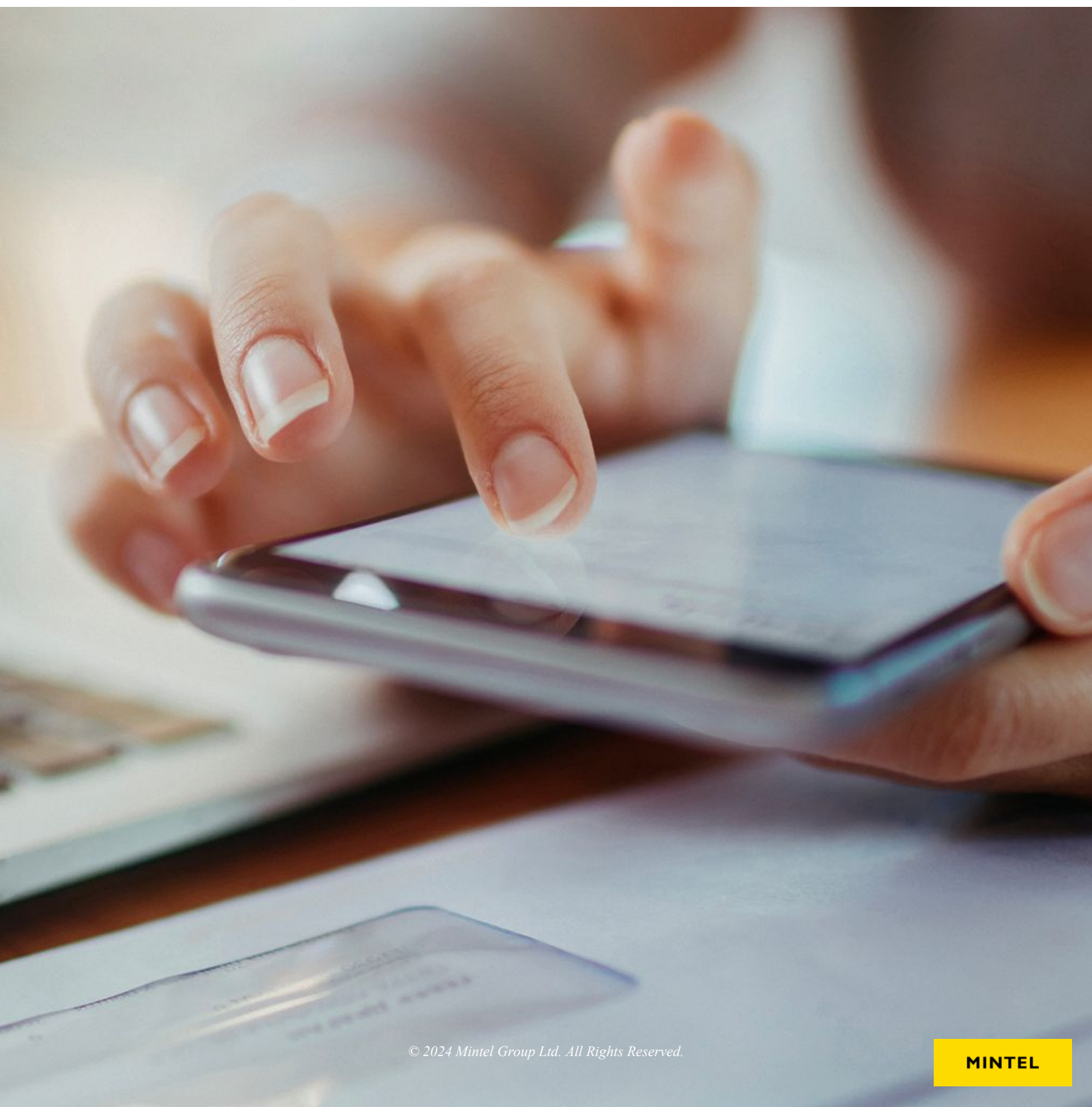


# ONLINE BEAUTY TRENDS – INDIAN CONSUMER – 2020

Increase in mobile and smartphone penetration has led to a spurt in the online beauty market like never before.



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



# Report Content

## EXECUTIVE SUMMARY

- What you need to know
- A timeline for social media platforms: 1978–2019
- Age and employment determine approach
- Omnipresence will help companies till online sales become mainstream
- Digital will dominate the beauty industry in future
- Companies should find ways to convert online browsing into actual sales
- Quality checks and transparency will help companies increase online sales
- Collaborating with influencers for men's grooming is a sweet spot to tap into
- QR codes placed on products and engaging websites will drive online sales

## KEY TRENDS

### Key drivers

- Going digital is the way forward
- High penetration of smartphones and easy access to internet
- Internet use and mobile phone penetration in India
- Indian demographics a key driver
- Influencer marketing helping online beauty sales
- Marketers are changing their old traditional marketing techniques
- Digital disruption used by companies to their advantage

## CONSUMER INSIGHTS

- Know the 'cosmetic consumer'
- Profile data
- Kirana dominates, but online sales are also a key focus
- Neighbourhood stores/kirana stores still dominate among retailers
- Retailer landscape led by kirana and supermarkets
  - Graph 1: Retailers where beauty and grooming products were purchased in the last 12 months, December 2019
- Target marketing strategies based on age group
  - Graph 2: Reason for not shopping for beauty or grooming products online, select, December 2019
- Insights on Indians shopping by region
- Beauty influencers playing a role in buying decision
- Popular makeup influencers in India

- Insights based on age
- West India has highest involvement with beauty on social media
  - Graph 3: Select attitudes towards using beauty and grooming products, December 2019

## MARKET APPLICATION

### Opportunities

- Targeting the right consumer group using influencers will boost returns
- Taking makeup and social media influencers to a new level

### Key strategies to ride the growing popularity of influencers

- Influencers post videos on product ingredients
- Influencers post about men's grooming products
- Influencers target niche audiences like pregnant women and older women
- Tap into the omnipresent retail channel to boost sales
- Target Tier 1 for social media campaigns
- Digital marketing strategies for targeting Tier 1
- Educate Indian consumers, especially Millennials
- Chemists, a channel with potential
- Focus on West & East India
- South India ranks low on online beauty exposure
- Target non-workers with tutorials
- Target working women with beauty influencers
- Sugar Cosmetics' #MySkinMyChoice campaign
- Introduce beauty products with QR codes

## WHO'S INNOVATING

### Local innovations

- Use of artificial intelligence gaining popularity
- SkinKraft Laboratories uses machine learning
- Flipkart leverages in-app Try & Buy feature to build customer trust

## GLOBAL INNOVATIONS

- CareOS's Poseidon smart mirror
- Future X smart stores in Tokyo
- Streamline the experience for busy shoppers
- Amazon Go

- All-electric robots for autonomous delivery

### GLOBAL TRENDS PLAYING OUT IN INDIA

- Reinvent the rules of advertising with WhatsApp
- Consider social messaging as a sales channel for developing markets

### APPENDIX

- Consumer survey 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.

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