

# SHAMPOO & CONDITIONER – INDIAN CONSUMER – 2019

Embrace sustainability and let it drive haircare innovations to combat environmental challenges of water scarcity and plastic pollution.



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



# Report Content

- What you need to know

## EXECUTIVE SUMMARY

- Natural 'clean' haircare and sustainability will force companies to rethink the category and drive innovations
  - Graph 1: Top 10 claims in shampoo, 2016-18
  - Graph 2: Top 10 claims in shampoo, 2016-18
- From natural to clean beauty products
- P&G's Waterless brand launches in South Africa
- Sachets 2.0: Mono-family BOPP packaging for sachets
- Take the innovation route to navigate through sustainability challenge posed by sachet packs
- Position dry shampoo as a necessary in-between hair wash product
- Key takeaways

## KEY TRENDS

- What you need to know
- Global retail market overview: haircare, 2019
- Affordability and accessibility of sachet packs are fuelling the middle class' haircare consumption
- Damage concerns continue to drive the desire for natural products and ingredients
- Challenge rinse times to save water
- L'Oréal invests in low-waste rinsing technology
- Scalp microbiome patents take off
  - Graph 3: Active patent families related to scalp microbiome by year, 2000-19

## CONSUMER INSIGHTS

- What you need to know

### Haircare products

- Graph 4: Repertoire of haircare products used in the last six months, May 2019
- ...and operates in the space of cleansing and nourishment
  - Graph 5: Haircare products used in the last six months, May 2019
  - Graph 6: Haircare products used in the last six months, May 2019
  - Graph 7: Shampoo pack type used in last six months, by region, May 2019
- Bank on people's habit of using bar soaps to offer affordable shampoo bars

## Shampoo & Conditioner – Indian Consumer – 2019

---

- Bar formats operate in zero-waste arena
- Dry-to-wet format: Make your own shampoo by adding water

### Haircare regime and concerns

- Graph 8: Frequency of use of select haircare products, May 2019
- Graph 9: Number of steps taken pre- and post-wash (at least once a week), by gender, May 2019
- Hair products for men that do more
  - Graph 10: Pre-wash activities (at least once a week), by gender, May 2019
  - Graph 11: Post-wash activities (at least once a week), by gender, May 2019
  - Graph 12: Top five hair concerns, May 2019
- Adopt South India's regional hero ingredient: Coconut
  - Graph 13: Select hair concerns, by region, May 2019
  - Graph 14: Agreement with top five haircare behaviour statements, May 2019
- Be alert to growing awareness among metro populations
  - Graph 15: Select agreement with haircare attitude, by city tier, May 2019

## MARKET APPLICATION

- Opportunity: Key areas of focus

### Opportunities

- Interest in innovations
  - Graph 16: [no title]
- Offer post-wash products with sun/pollution protection benefits
- Products with UV protection claim in India
- Invest in products and technology that require less water
- Offer a 2-in-1 bar soap for hair and body wash targeted at men

### Who's innovating

- Marico extends its Coco Soul food brand into personal care
- Overnight hair treatment for dandruff and scalp health
- Natural products to address concerns about hair loss and premature greying

### Global innovations

- Science is on-side for scalp care
- Use trending skincare ingredients
- Eat yourself to healthy hair: Scalp D collaborates with noodle player
- Use the nourishing properties of store cupboard staples
- Growth potential for added-value hair fragrances, scalp care and UV protection formulas
- Scented colour- and sound-therapy innovations

### APPENDIX

- Consumer survey methodology

### MINTEL INDIAN CONSUMER – OTHER REPORTS AVAILABLE

# 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.
- ✓ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

## How Mintel Indian Consumer will help your business grow:

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

See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

## BUY THIS REPORT NOW

**€2600.00 | £2195.00 | \$2995.00\***

[store.mintel.com](https://store.mintel.com) | [store@mintel.com](mailto:store@mintel.com)

Americas: +1 (312) 932 0400  
China: +86 (21) 6032 7300  
Germany: +49 (0) 211 3399 7411  
India: +91 22 4445 1045  
Singapore: +65 6653 3600  
Thailand: +66 2 821 5122  
UK: +44 (0) 20 7606 4533

\*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

**MINTEL**

### Disclaimer

This is marketing intelligence published by Mintel.  
The consumer research exclusively commissioned by Mintel was conducted by an Indian licensed market survey agent ([see Research Methodology Asia-Pacific for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

email: [store@mintel.com](mailto:store@mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850