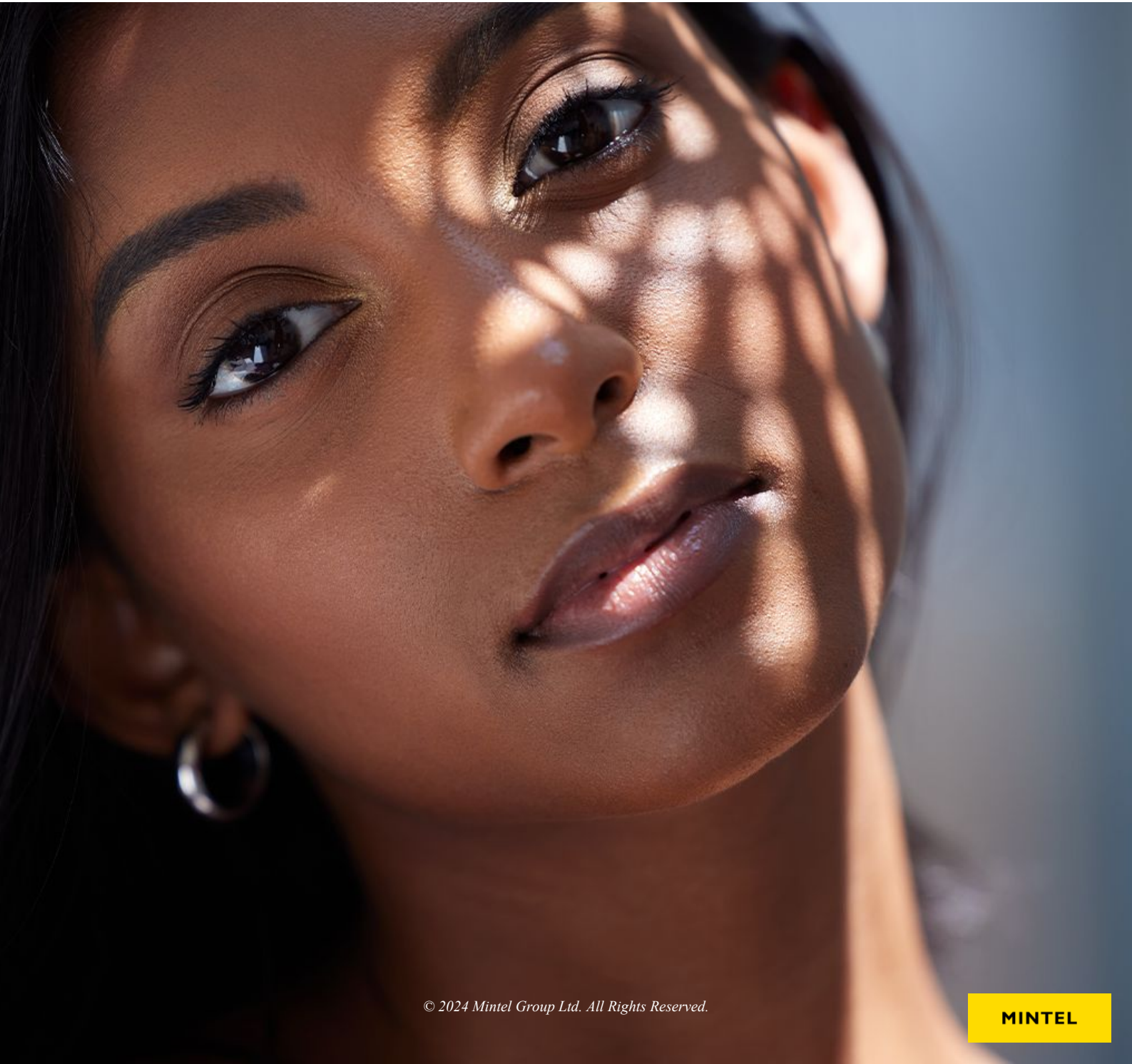


# SKIN GLOW AND BRIGHTENING TRENDS – INDIAN CONSUMER – 2022

Lead with 'healthy glow' messaging as skin health gains prominence; include oily skin under the purview of glow through the promise of 'fresh skin'.



A Mintel Analyst, Global Analyst



# Skin Glow And Brightening Trends - Indian Consumer - 2022

## This report looks at the following areas:

- Key trends and drivers impacting skin brightening and glow in India
- Understanding consumer priorities with respect to their skin's appearance
- The key factors influencing purchase of skincare products
- Understanding the shifts in consumer perceptions towards skincare and thus skin brightening and glow
- Identifying skincare benefits that resonate with consumers when they think of skin brightening and glow
- Strategies for brightening to stay relevant during times of changing consumer perceptions



Lead with 'healthy glow' messaging as skin health gains prominence; include oily skin under the purview of glow through the promise of 'fresh skin'.

## Overview

Following the COVID-19 outbreak, consumers have prioritised their health and wellbeing.

This focus on health has changed their outlook on skincare. As such, consumers have come to prioritise their skin health over its appearance (40%) and a 'healthy glow' has become a top-ranked desired benefit among these group when selecting skincare products (44%).

In the future, skin glow more so than brightening will resonate with Indian consumers, yet the challenge lies in strengthening the link between glowing skin and healthy skin among the total population as only 37% say 'glowing skin is a sign of healthy skin'.

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Additional opportunities come from convenience and reassurance. Combining ease of use, familiarity with the ingredients used and multiple benefits can potentially drive solid reach.

Further, consumers who suffer from oily skin and acne also want glowing skin, and there is a gap in offerings that brands can fill by using the right claims and products to appeal to this segment.

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# Report Content



### EXECUTIVE SUMMARY

- Mintel's perspective

#### Key issues covered in this Report

- Overview
- The impact of COVID-19 on skin glow and brightening
- Product launches favour brightening and glow claims; whitening falls out of favour
  - Graph 1: launches with select claims in face/neck care, 2017-21
- Healthy skin is glowing skin
  - Graph 2: attitudes towards skin health and lightening in skincare, 2022
- Manage skin complexion in totality to reveal healthy-looking skin (and glow)
- Oily skin desires glow too
  - Graph 3: selection of facial skin aspirations, by consumer segment, 2022

#### Mintel predicts

- The outlook for skin glow and brightening in India
- The marketing mix
- Quick download resources

### KEY TRENDS

- What you need to know

#### Skincare has come to be about health

- Beauty is linked to lifestyle factors
- Indian consumers are physically and mentally stressed

#### Growing preference for natural, healthy-looking skin

- India is among the top 10 markets for glow and brightening skincare
  - Graph 4: launches with select claims in face/neck care, 2017-21
  - Graph 5: top 10 markets for brightening claims in select skincare categories, by market, 2022
- As whitening loses its sheen, glow becomes desirable
- Indian DTC brands respond to the growing interest in skin glow

#### Acne care leans towards brightening as well

- Brightening claims in acne show growth, though mattifying claims dominate
  - Graph 6: claims in launches with acne in their product descriptions, 2017-21

## GLOBAL TRENDS AND HOW THEY ARE PLAYING OUT IN INDIA

- Beauty is from the inside out
- Stay healthy, stay beautiful

## CONSUMER INSIGHTS

- What you need to know

### Improving skin health is key to obtaining a healthy-looking glow

- Skin health trumps skin appearance
  - Graph 7: attitudes towards skin health and lightening in skincare, 2022
- Healthy skin is believed to glow
  - Graph 8: agreement of attitudes towards facial skincare, by consumer segment, 2022
- Glow is elusive and requires a holistic approach
  - Graph 9: agreement that lifestyle has an impact on skin, by consumer segment, 2022
- Healthy glow requires a dedicated skincare regimen

### Skin health (and thus skin glow) is multifaceted

- Skin glow is revealed when skin issues are managed
  - Graph 10: selection of facial skin aspirations, by consumer segment, 2022
- Multifunctional skincare can help manage skin complexion issues
  - Graph 11: selection of factors considered when purchasing facial skincare products, any rank, by consumer type, 2022
- Familiar ingredients and multifunctional benefits help capture additional interest on top of ease of use
- TURF analysis – purchase factors for facial skincare product
- Promise glow via anti-pollution skincare
  - Graph 12: ranking of anti-pollution as a factor influencing purchase of beauty products, any rank, by consumer segment, 2022

### Those with oily skin desire glow too

- Along with the desire for oil- and acne-free skin is the desire for glow
  - Graph 13: selection of facial skin aspirations, by consumer segment, 2022
- Promote glow via 'fresh skin'
  - Graph 14: behaviours towards facial skincare, 2022
- Don't compromise on safety and quality in the quest for skin glow
  - Graph 15: factors considered when purchasing facial skincare products, 2022

## MARKET APPLICATIONS

- Opportunities: key focus areas

## **Emphasise skin glow that comes from within**

- Visualise healthy glow
- Spotlight glow in product communication and claims
- Boost communication on the mode of action and ingredients
- Promote glow routines and kits to help repair and rejuvenate skin

## **Help manage skin complexion to obtain a glow**

- Make the approach to skin glow more functional through skin complexion management
- Use familiar ingredients to increase appeal
- Promote preventive skincare to maintain glow
- Conceptualise skincare for lifestyle-related pain points
- Reduce concerns about environmental impacts that hamper skin glow

## **Make glow accessible to those with oily skin**

- Educate on managing oily skin to attain glow
- Promote fresh, dewy and radiant skin to those with oily skin
- Position hydration as key for fresh, dewy skin
- Hone in on scientifically backed skincare to convey skin safety while delivering glow

## **APPENDIX**

- Abbreviations
- 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.

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.

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