

India Male Cosmetics Market-Consumer Insight 2012

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Abstracts

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The Indian cosmetic industry landscape has been witnessing a phenomenal transition from females focused product to male grooming product category. In recent years, male grooming business has emerged as the new growth frontier for cosmetic companies operating in Indian market. The consumption of cosmetics products by Indian male has witnessed upward trend driven by changing lifestyle and increasing rate of urbanization. In India, male consumers are now coming at par with female consumers when it comes to using cosmetics products like fairness cream, anti dark circle cream or even anti wrinkle products.

The consumption of cosmetics products by Indian male has witnessed upward trend in recent years. The Indian male are now coming at par with female consumers when it comes to using cosmetics products like fairness cream, anti dark circle cream or even anti wrinkle products. In our survey results most of the men were found using cosmetic products even if these products are available for female consumers.

The male cosmetics market in India is still in its infancy stage and offers immense opportunity to cosmetics companies which are planning to target male consumers in coming years. The market is yet to be structured and will definitely help the early entrants to get high degree of product acceptability among male consumers. The market is anticipated to witness double digit growth in coming years driven by increasing spending and changing lifestyle among male consumers.

A survey was carried out by Kuick Research to determine the multiple aspects related Male Cosmetics Market in India. The main focus of the survey was to identify and analyze the Spending and Usage pattern across various cosmetics products categories by Male Consumers.

Male Cosmetics Market Survey Sampling

A simple random sampling was used to conduct interviews.

The samples covered for this research were Male consumers aged 15 years to 50 years, from SEC A / B households, representing various income groups. They comprised of users of various product categories covered. The samples included students, self employed professionals, working professionals, businessmen.

Samples were selected from the following cities:

Delhi/NCR, Mumbai, Jaipur, Pune, Chandigarh, Lucknow, Bengaluru, Kolkata, Chennai, Bhopal, Amritsar, Ahmedabad, Nagpur, Coimbatore, Kochi, Panaji and Hyderabad

Male Cosmetics Market Survey Methodology

Interviews were conducted in a 2-fold way:

A) Online Interviews - Mails were sent to our panel members, based on their usage habits.

B) Face to Face Interviews – These were also conducted at various purchase points like malls, markets, general stores, cosmetic stores, etc.

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