

FEATURED INSIGHTS

DELIVERING CONSUMER CLARITY

SUPER
GROOMED,
SUPER AWARESUPER CONSUMERS IN THE MALE GROOMING
CATEGORY IN INDIA

- **India's male grooming market to hit INR 5000 crores by 2016**
- **Personal and Professional image building is primary motivation for consumers**
- **Grooming perceptions stronger in metros than in smaller towns**

At the time you are reading this featured insight, the global male grooming products segment will have generated more than \$33 billion* in revenue!

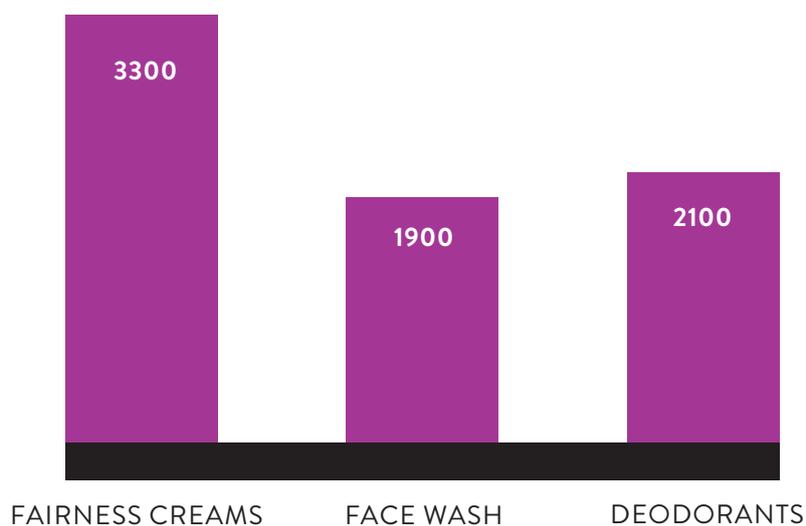
This shouldn't really come as a surprise, given that the global beauty industry is breaking new technological grounds nearly every day. Growth is largely driven by product innovation, an expanding middle class and an increasing interest in personal appearance, boosted by endorsements by celebrities and sports stars. And when it comes to specific areas of opportunity, the male grooming products market continues to drive expansion in the wider global cosmetics market.

In India too, fast-moving consumer goods (FMCG) companies are reaping the benefits of rising consumer sophistication. Higher incomes, exposure to international trends and concerns about aging, in addition to interest in personal appearance and grooming, have spawned whole product ranges catering to diverse needs and tastes. In fact, a market that was once was limited to shaving foam, deodorant and razors has made way for a dazzling array of products, spanning hair care, skin care and hygiene. As a result, male grooming is one of the fastest growing sectors in India's personal care segment.

* According to research by Global Analysts Inc.

In order to gain some insight into the male grooming segment in India, we studied three sizeable product categories: fairness creams, face washes and deodorants.

THE GROOMING LANDSCAPE



● MARKET SIZE (IN RS. CR.)



Total market size (Male + Female); MAT May '14
Source: Nielsen RMS

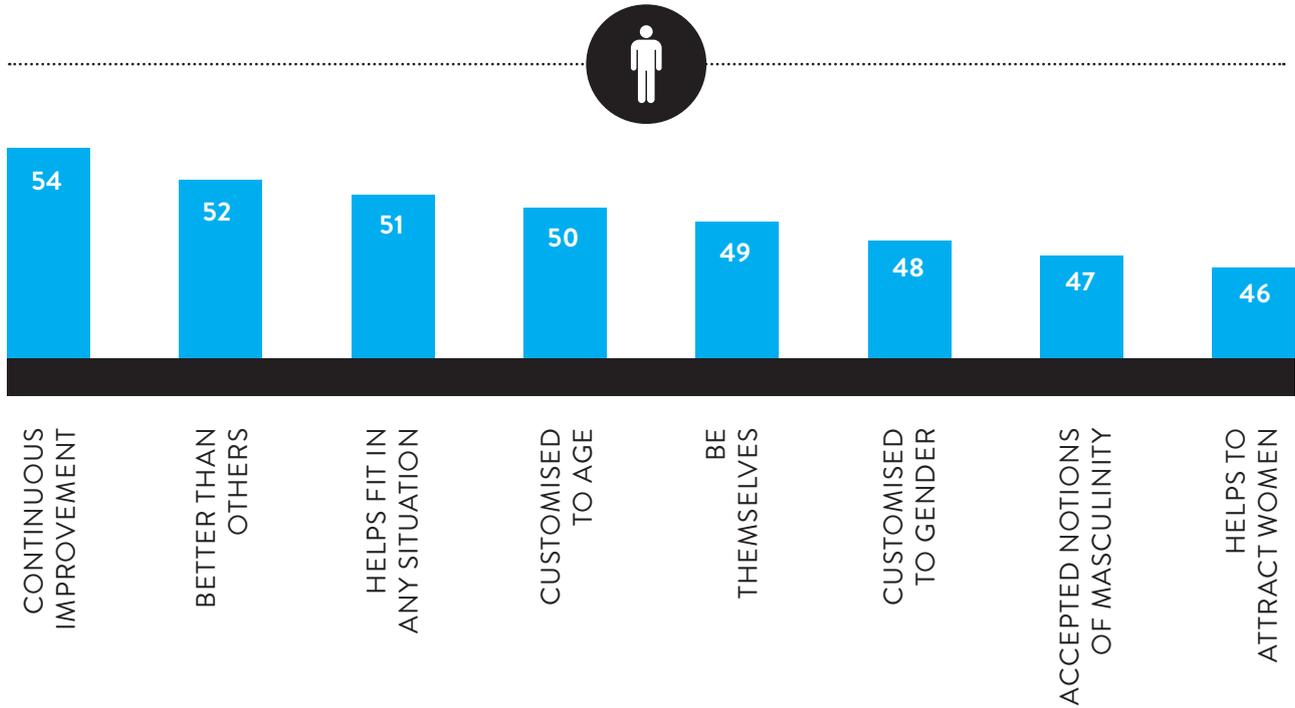
Given the market size our first step was to understand consumer grooming habits and the motivation behind them.

GROOMING PERCEPTIONS AND MOTIVATIONS

Contrary to popular belief, men don't typically use grooming products only to increase their appeal to the opposite sex. Rather, most respondents said they felt the need to improve themselves—evolve their personal hygiene. Good grooming, they believe, is conducive to boosting self-confidence.

Not surprisingly, however, Nielsen research indicates that grooming perceptions are stronger in metros and urban towns than in non metros.

GROOMING PERCEPTION: INTRINSIC FACTORS



All figures in %

Base All Respondents: 1580 All India (A) Urban

Source: Male Grooming Study conducted by Nielsen in April 2014

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THE ‘SUPER GROOMERS’

Depending on usage volume and frequency, we categorize consumers of male grooming products as heavy, medium and light users. The analysis was done at an individual brand level and then scores across brands were aggregated to arrive at the category view shown below.

PRODUCT USAGE

	FAIRNESS CREAMS		FACE CLEANSERS		DEODORANTS	
	% USERS	% VOLUME	% USERS	% VOLUME	% USERS	% VOLUME
HEAVY	17	46	29	64	19	54
MEDIUM	48	43	37	26	36	30
LIGHT	35	11	34	10	45	16

TG: Males, 15-35 years, SEC AB, Purchase Decision Makers for personal care products for self

Source: Male Grooming Study conducted by Nielsen in April 2014

As the next step we looked at the engagement level among the heavy users.

The parameter we used to gauge engagement levels was the Nielsen Brand Equity Index (BEI). Higher the brand equity index, higher the engagement.

	FAIRNESS CREAMS	FACE CLEANSERS	DEODORANTS
% HEAVY CONSUMERS	17%	29%	19%
LOW EQUITY	11	20	9
MODERATE EQUITY	2	4	1
HIGH EQUITY	4	5	9

THESE ARE THE SUPER CONSUMERS

TG: Males, 15-35 years, SEC AB, Purchase Decision Makers for personal care products for self

Source: Male Grooming Study conducted by Nielsen in April 2014

Super consumers within this category, are a breed of consumers who are heavy users and have high levels of engagement with the brand (BEI of >3*).

* As per BEI norms for non-food categories

PROFILING SUPER CONSUMERS

We then looked at the profile difference between the super consumers and the universe. Given below are numbers for the fairness creams category explaining the same.

Super consumers for this category are typically metro dwellers, affluent, upwardly mobile and sociable. Grooming is important to them and they understand its contribution to their professional and personal presence. They look for grooming products that are age and gender appropriate.

		TOTAL CONSUMERS	SUPER CONSUMERS	
RESIDENCE				
	Metro	61	86	▲
LIFESTYLE	Holiday at least once in the last one year	44	64	
	Attend social gathering/ parties	53	63	
	Fine dining at least once a month	40	54	
	Member of a premium/ exclusive club/ gymnasium	8	16	▲
SALON BEHAVIOUR				
	Visited in the last 1 month	78	94	▲
BELIEVERS THAT GROOMING HELPS				
	In continuous improvement	51	81	
	To look presentable	53	81	
	To showcase expertise/ talent/ skills	49	63	▲
GROOMING PRODUCTS MUST BE CUSTOMIZED TO				
	To gender	48	67	
	To age	48	78	▲

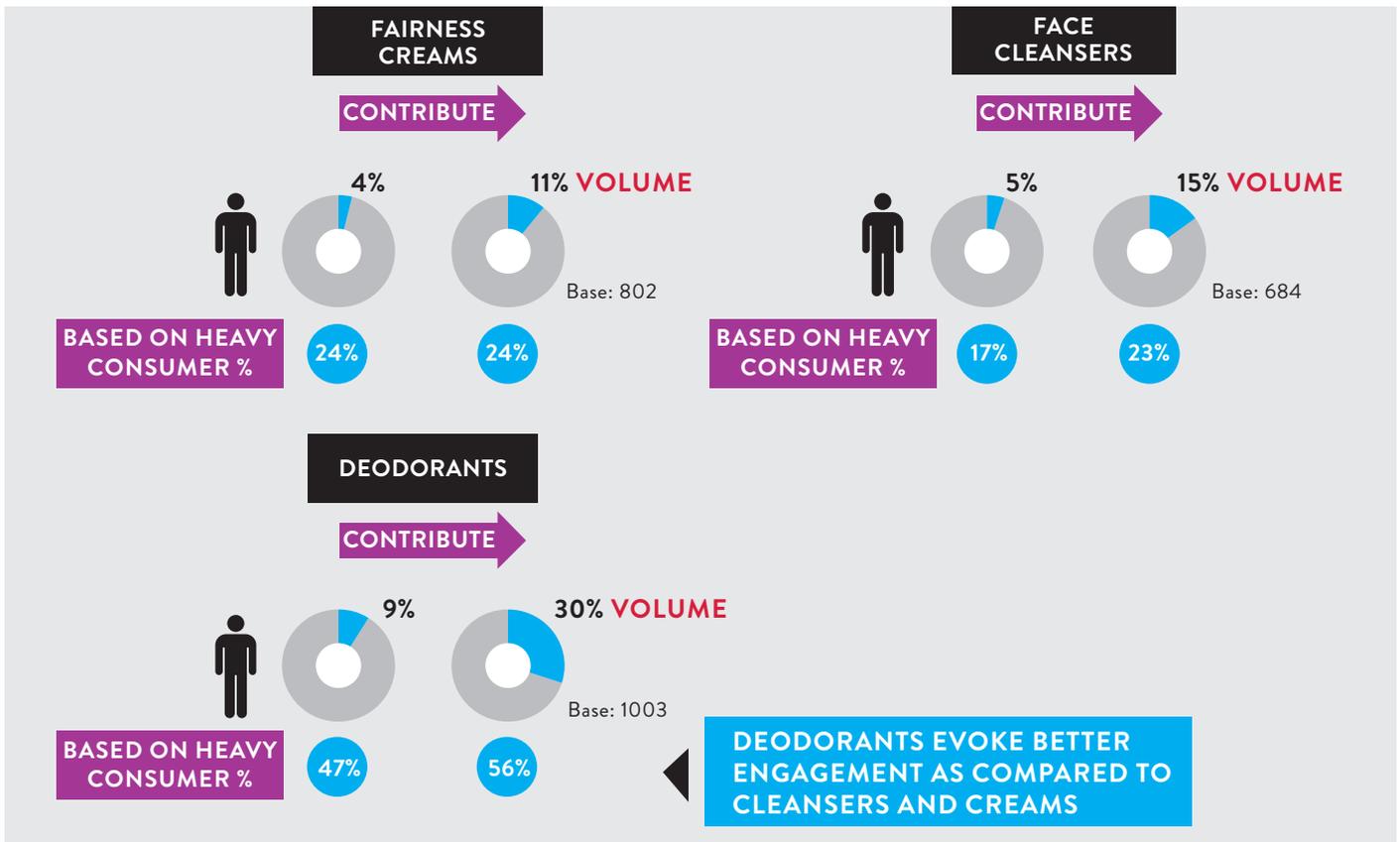
▲ Significant @95%

For Fairness Creams category only

Source: Nielsen

SUPER CONSUMERS, SUPER CONTRIBUTORS

Surprisingly, there are fewer super consumers in the male grooming category than there are in other FMCG categories. From the chart below, you can see that out of the total consumers of fairness creams in the market, super consumers account for just 4%. However, they contribute 11% of sales – three times their size.



Category numbers derived from summation of brand numbers

Source: Nielsen

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GETTING MEN HOOKED ON A BRAND IS RELATIVELY EASY. THEY DON'T SEEK OUT NEW OPTIONS VERY OFTEN. THEY ARE NOT FLIRTATIOUS. THEREFORE, OLDER AND MORE VIBRANT BRANDS ARE LIKELY TO HAVE A HIGHER PROPORTION OF SUPER CONSUMERS.

- SATYAKI GHOSH, DIRECTOR, CONSUMER PRODUCT, L'OREAL

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The numbers suggest that the size of super consumers in the male grooming category is still miniscule. The reasons for this could be:

1. Brands have not been able to successfully 'hook' the consumers
2. Consumers in this category are fickle
3. Consumers are spoiled for choice and prone to experiment

Considering the proportion of their contribution to sales, marketers and brands would need to boost their engagement with the audience to enable them 'create' more super consumers.

So this essentially points to the fact that manufacturers and retailers need to drive engagement levels with their consumer. And key to doing this is effective branding, smart positioning and impactful communication.

The male grooming market is already an INR 3800 crore industry, and industry projections show that the sector is expected to touch the INR 5000 crore mark by 2016, given the projected CAGR of 11% over the next few years. Needless to say, brands and hundreds of products battle for eyeballs and shelf space in the hopes of gaining the consumer's attention and rupees.

Finding a foothold in this clutter will be challenging. So how does one stand out in this crowded scenario? Clearly, understanding the needs, behaviour and purchasing habits of consumers can offer an edge. A strong super consumer base could help provide early movers a steady ballast in the coming battle for market share.

THE NIELSEN QUALITATIVE VIEW

BY: SARBANI SEN AND SIMERAN SETH, NIELSEN INDIA

- The male grooming category is witnessing an attitudinal change not just among the urban populace but also among affluent sections in smaller towns and rural India where consumers are adding products in this category to their shopping baskets.
- Inspired by their urban counterparts, these consumers are fostering a modern outlook to male grooming. The character 'Chulbul Pande' portrayed by actor Salman Khan in the Bollywood movie 'Dabaang' has created a desire among sections of this population to adopt a 'Salman look.'
- Grooming is no longer seen as a feminine activity in smaller towns and in rural India. Today, more males are spending on personal hygiene and grooming needs.
- The village youth has expanded his buying basket to include branded face-washes, moisturizers, hair gels and fairness creams.

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ABOUT NIELSEN

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