



# 10

themes that  
look *great*

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Breakout trends in Beauty & Personal Care

SWIPE 





# What *we're* looking for

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- Undisrupted large markets
- Stellar founders
- Better-for-you offerings
- Innovation-led products
- Strong unit economics
- Omnichannel potential





## Globetrotters

INTERNATIONAL BEAUTY

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Given the increase in travel and exposure to the world through content and entertainment, consumers are quick to adopt brands that provide them efficacious products - often with authentic ingredients.



**COSRX**

**LANEIGE**  
FEEL the GLOW

**innisfree**





## Tried and tested

AYURVEDIC BEAUTY

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Today's consumers are keenly conscious of ingredient safety even as they seek efficacy. This has accelerated post-Covid. Time-honoured practices like Ayurveda are welcome, as long as the products are natural, presented in new-age forms, with an attached heritage.

AMRUTAM



SADHEV  
The Art of Ayurveda

KAMA  
AYURVEDA





## Proven results

SCIENCE-LED BEAUTY

Consumers are keenly exploring the newer frontiers of scientific skincare, like derma-backed skincare or probiotic beauty. This has been led by awareness of ingredients, efficacious products and willingness to spend on skincare.



Minimalist



Re'equil

CONSCIOUS™  
CHEMIST





## Instagram-ready

### COLOUR COSMETICS

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"Experimenter" category that acts as ToFu for an entire basket of products. High potential for a brand with active ingredients or unique formulations. Tailwinds include rising number of women in the workforce, awareness, and premiumization.





## Straight from the salon

PROFESSIONAL BEAUTY

No longer the monopoly of legacy haircare brands like L'Oreal, Wella and Schwarzkopf. R&D-led innovative products and better efficacy are drivers for new-age brands which can create the brand via salons.





## Nothing but the best

LUXURY BEAUTY

Luxury beauty is having a moment, at premium price points for products with a strong Indian angle, or made specifically for Indian audiences. The segment is witnessing tailwinds given the trend of premiumisation.

RAS  
LUXURY OILS



MAC

BOBBI BROWN

FOREST ESSENTIALS  
LUXURIOUS AYURVEDA

PUREARTH.



## For the desi girls

BHARAT BEAUTY

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Mass-priced beauty products with a pan-Indian appeal in Tier 2 and below cities aided by increase in income levels in these cities, awareness, and willingness to spend.





## Salon style at home

BEAUTY TECH

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Covid acted as a shift in consumer behaviour leading to in-home consumption of salon based services. This include a range of accessories like hair driers, tongs, straighteners, beauty fridges, and more. Consumers seek high performance and value for money.

PROTOUCH®



dyson



IKONIC<sup>®</sup>  
PROFESSIONAL





## Perfect smile

ORAL CARE

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Largely been a monopolistic market which was created through distribution. Time is ripe for holistic oral care focusing on better-for-you ingredients/products. Key tailwinds include awareness of better ingredients, premiumisation, and newer distribution channels.

perfora

QUIP

Daybreak

BURST

daylee



10

## Follow the stars

CELEBRITY BEAUTY

Brands owned and launched by celebrities - as opposed to merely endorsed by them - are seeing great success overseas. Given the increase in influencers and celebrities, the category can drive high growth, especially in glamour-oriented/ indulgent spaces like colour cosmetics.

**Anomaly**

82°E



S I M P L Y N A M  
BY NAMRATA SONI

**KYLIE**

Kay  
Beauty





If you're  
building  
something of  
interest in these  
spaces...

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Tell us about it.





#FiresideIgnite

