



10 themes that look *great*

Breakout trends in Beauty & Personal Care

SWIPE 





What *we're* looking for

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





Globetrotters

INTERNATIONAL BEAUTY

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



innisfree





Tried and tested

AYURVEDIC BEAUTY

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



FOREST ESSENTIALS
LUXURIOUS AYURVEDA

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

"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.



OLAPLEX.



iluvia



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

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

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[®]
PROFESSIONAL





Perfect smile

ORAL CARE

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



SIMPLY N A M
BY NAMRATA SONI

KYLIE

Kay
Beauty



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

Tell us about it.





#FiresideIgnite

