



NYKAA ANALYSIS





COMPANY DETAILS

Nykaa, a leading online fashion and lifestyle retailer, aims to strengthen its market position by leveraging social media insights and customer reviews.

This analysis identifies key trends, customer sentiments, and competitor comparisons, culminating in strategic recommendations to enhance brand perception and customer satisfaction.

❑ ***BUSINESS PROFILE***

1. Nykaa Army

Nykaa's employee create content in 8 different languages.

2. Nykaa affiliate program

Influencers create content for Nykaa on various social media platforms from commission.

3. Nykaa TV

Youtube based platform. Nykaa alone generate 10-15% of the Indian beauty on YouTube.

4. Nykaa Network

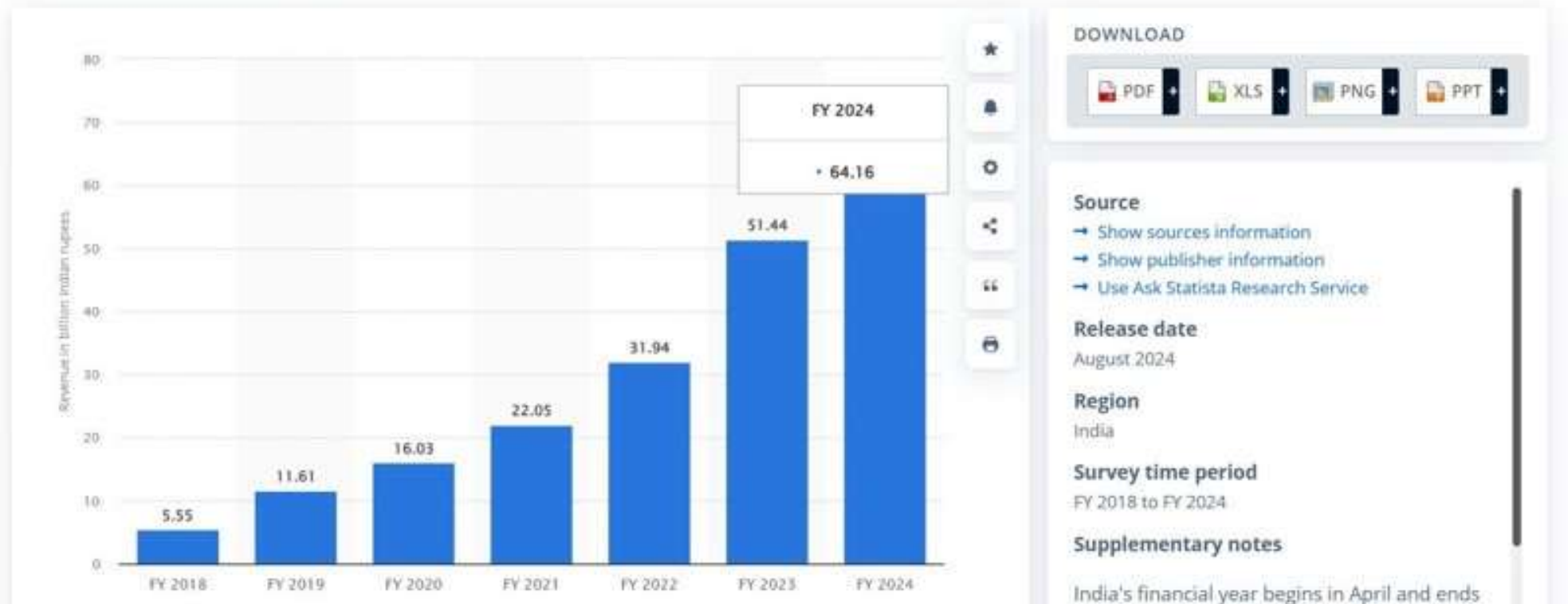
P2P social community with 3.6 million member.

5. Nykaa Beauty Book

Beauty and Fashion Blog.

❑ **FINANCIAL GROWTH**

Revenue of Nykaa E- Retail Private Limited from financial year 2018 to 2024
(in billion Indian rupees)



❑ MARKET LEADERSHIP INSIGHTS



- ❑ **NYAKAA:** The clear **market leader**, driven by its diversified revenue streams (online + offline) and content-led engagement.
- ❑ **PURPLLE:** A **challenger brand** targeting affordable segments and smaller cities.
- ❑ **AMAZON & MYNTRA:** Strong players due to their ecosystems, but beauty is a secondary focus.

❑ **BRAND SUGGESTION**



- **Enhance Customer Satisfaction**
 - Optimize delivery and returns processes.
 - Launch 24/7 customer support channels (e.g., chatbots, dedicated helpline).
- **Expand Product Offerings**
 - Introducing sustainable fashion lines.
 - Collaborate with local artisans for exclusive collections.
- **Boost Marketing Strategies**
 - Partner with influencers to highlight emerging trends.
 - Leverage AR/VR technologies for virtual try-ons.
 - Engage customers through innovative social media campaigns.
- **Strengthen Competitive Position**
 - Emphasize Nykaa unique focus on fashion and beauty in marketing.
 - Develop loyalty programs with personalized offers for repeat customers.

❑ *CONCLUSION*



- **Address Areas of Improvement:** Enhance customer service, streamline delivery processes, and simplify return policies to boost satisfaction.
- **Capitalize on Emerging Trends:** Focus on sustainable fashion and ethnic/fusion styles to align with evolving consumer preferences.
- **Solidify Market Position:** Strengthen Nykaa leadership in online fashion and lifestyle by addressing gaps and leveraging strengths.
- **Tailor Strategic Actions:** Align initiatives with customer needs and competitive dynamics for targeted growth.