

# Brand Strategy

Nykaa vs Sugar

# Brand Comparison

Nykaa	Sugar
Makeup, Skincare, Fashion	Makeup only
20-36 years, all women	18-30 years bold women
Strong online & stores	Mostly online
medium to High	Affordable mid-range

# SWOT Analysis: Nykaa

Strengths	Weaknesses	Opportunities	Threats
Strong brand presence across India	Too many product categories can confuse focus	Launch bold, Gen Z-focused makeup line	Fast growth of challenger brands like Sugar
Trusted delivery and return policies	Less edge branding compared to niche players	Use social media for storytelling & reels	Price-sensitive market shifts to affordable options
Huge product variety	Pricing may not appeal to Gen Z or tier-2 users	Expand personalized beauty tech(AI/AR)	International brands increasing online reach

# What Customers Are Really Saying

- **Nykaa – Reliable but Overwhelming**
- Nykaa earns praise for its smooth delivery and massive variety in beauty and skincare. Loyal users love the convenience and wide product access.  
However, some feel overwhelmed by too many options, and younger users find prices too steep for everyday purchases.
- *“Love their skincare range – always delivered on time!”*

# Recommendations

1. Make Nykaa's makeup bolder
2. Launch "for Gen Z" collection
3. Use fun Instagram reels, YT shorts