

REDEFINING LUXURY CLEANSING

Strategy for Luxury Personal Care Leadership

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Unleashing Luxury: The Rising Tide of Premium Body Wash Demand

Overview of Market



Current Gap

- Limited customization options
- Lack of targeted solutions for Indian skin types
- Minimal focus on sustainable packaging
- Few truly premium positioning attempts

Key Factors Fueling Demand

- Increased Emphasis on Personal Hygiene** - Heightened awareness post-pandemic has led to a surge in demand for effective and convenient personal care products
- Premiumization Trend** - Premium beauty and personal care growing at **6.2% CAGR**
 - 42% of urban consumers willing to pay premium for quality *Source: Euromonitor International*
- Rising Disposable Income** - India's middle class expected to reach **547M by 2025**
 - 75% of households to be middle income by 2030 *Source: World Economic Forum*
- Changing Consumer Behavior** - 67% of Indian consumers actively seeking natural/organic products
 - 78% considering sustainability in purchase decisions *Source: Nielsen Consumer Survey 2023*
- Growing Awareness of Skincare** - Consumers are seeking body washes that provide additional skincare benefits, such as moisturizing and nourishing properties
- Changing Lifestyle Patterns** - Urbanization and busy lifestyles drive the preference for convenient body wash products over traditional soap bars
- Influence of Social Media** - Platforms like Instagram and TikTok shape beauty standards, promoting premium body washes among younger demographics

PESTEL Analysis

P	Political	Government regulations impact market entry for cosmetics and personal care products
E	Economic	Economic growth and rising incomes in developing countries boost demand.
S	Social	Increased focus on self-care and wellness trends among consumers.
T	Technological	E-commerce growth facilitates wider access to premium products.
E	Environmental	Growing demand for eco-friendly packaging drives product development.
L	Legal	Compliance with safety and labeling regulations is crucial for market players

Porter's Five Forces Analysis

Competitive Rivalry

- Intensity:** High; the body wash market is saturated with established players like *Hindustan Unilever, ITC, and Godrej*, leading to fierce competition.
- Market Share:** The top three brands hold a significant share of the market (*Hindustan Unilever at 28%, ITC at 15%, Godrej at 12%*)

Threat of New Entrants

- Barriers to Entry:** Moderate; while brand loyalty and established distribution channels present challenges, the growing demand for premium products opens opportunities for new entrants.
- Capital Requirements:** New brands need significant investment in marketing and product development to compete effectively

Buyer Power

- Consumer Choices:** High; consumers have numerous options, increasing their power to demand better quality and pricing.
- Price Sensitivity:** While there is a willingness to pay for premium products (42% of urban consumers), price remains a critical factor for many buyers.

Supplier Power

- Supplier Diversity:** Low; the availability of multiple suppliers for natural ingredients allows brands to negotiate favorable terms.
- Quality Control:** Brands must ensure high-quality sourcing to meet consumer expectations for premium products.

Threat of Substitutes

- Alternative Products:** Moderate; traditional soaps and other cleansing products serve as substitutes but may not offer the same perceived benefits as body washes.
- Innovation Requirement:** Continuous innovation in formulations (e.g., organic, hypoallergenic) is necessary to maintain a competitive edge against substitutes.

"With the surge in demand for premium body washes, not investing in this booming market could mean missing out on a golden opportunity!"

The background of the image is a close-up, abstract shot of various liquid substances. It features large, translucent, yellowish-orange blobs with small orange specks, resembling oil or paint. These are set against a darker, textured surface that looks like sand or a sponge. Small, clear bubbles are scattered throughout the scene.

Thank You

For Your Attention