

Beauty Industry



NYKA
A.com

Group 5

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Evolution and Trends in beauty industry

*Changing Customer Preferences
Influencer and celebrity endorsements
Rise of homegrown brands*



Moving to Digitalization

*Augmented Reality
Growth of E-Commerce
Big Data*



Nykaa

- 1. E-commerce website*
- 2. Technology infrastructure*
- 3. Private label products*
- 4. Brand collaborations and partnerships*
- 5. Physical stores*
- 6. Customer knowledge*



Marking its Omni Channel Presence



Besides its strong online presence, **Nykaa** has innovated in several other important formats:

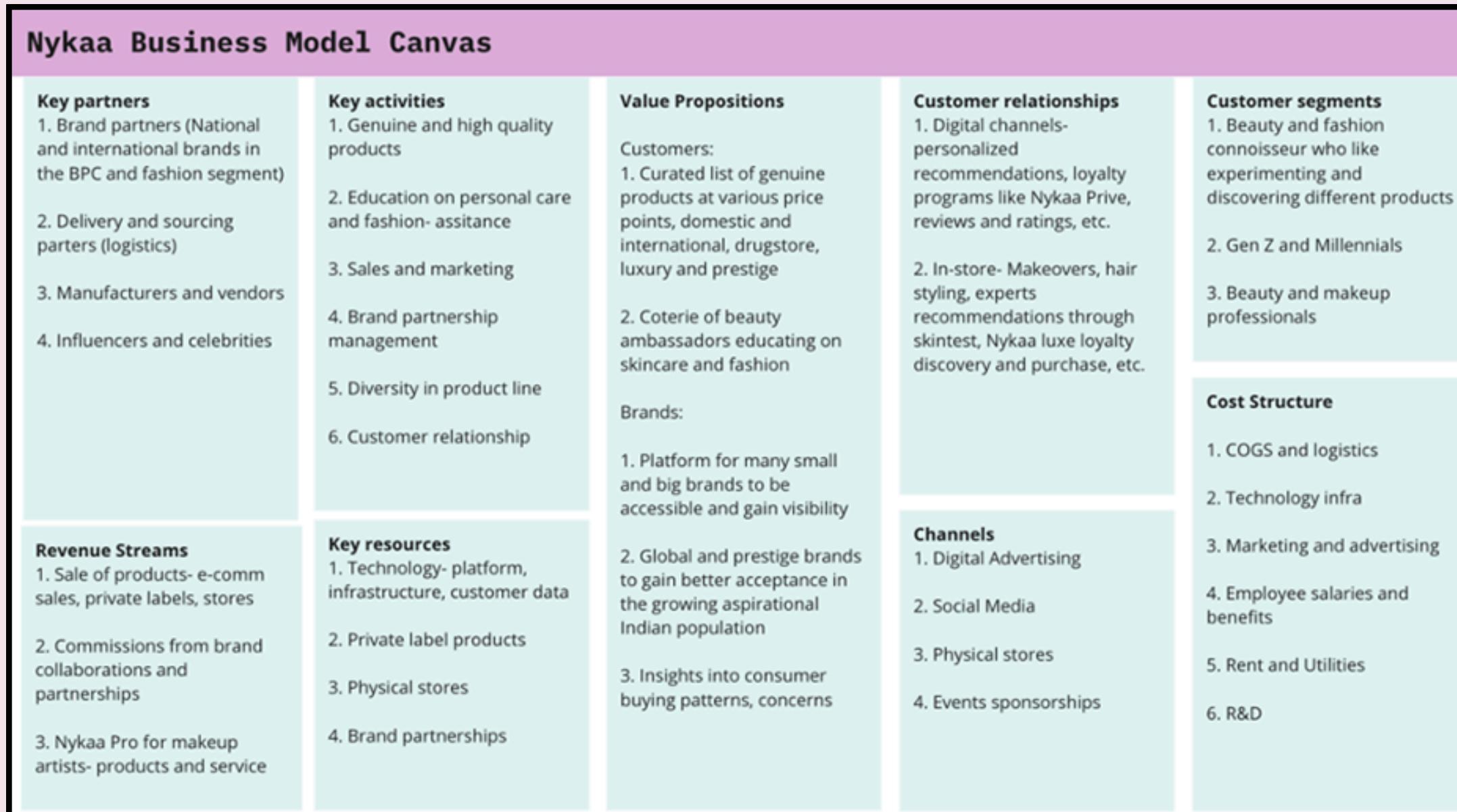


Nykaa LUXE



Nykaa On Trend

Digital Giant - Reinvention at Root

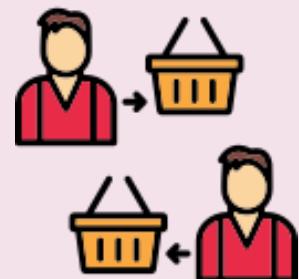


Nykaa, on its very core, has been committed to advancing the vision of "**Re-invention at the root**" instigated by its leap into omnichannel retail and the creation of an extensive network **binding the physical spaces, digital platforms, content, and community together**.

The company has revamped its operational methodologies by extending its influence in various industry sectors, such as **fashion, wellness, and lifestyle**, while also integrating digital intervention as an intrinsic part of its operations.

Decluttering

- Sell used beauty products
- Aspirational class
- Eco friendly image
- Environmentally conscious shoppers

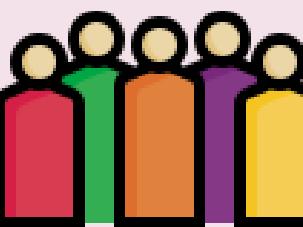


Result : New segment

Nykaa Economy

- Target Tier 3 towns
- Offering affordable beauty and personal care products
- Reaching to the mass

Result : Market expansion



Bundled Gift packs



- Curated beauty hampers ideal for festivals, special events, and business gifts
- Customers can personalize these hampers, adding their names to create tailored gifts for any occasion.

Result : Product mix

Subscription Model

- Hyper-personalized subscription model featuring
- Exclusive launches, virtual consultancies, masterclasses
- Rewards system

Result : Resolve premium customer churn



Complementary Products

- Makeup boxes & beauty tools
- Accessories like brush cleaning kits, mirrors, and cosmetic bags to complement customers' beauty purchases



Result : Diversification



Thank you