

Male Grooming in India: Responses to Emerging Needs and Changing Behavior



IntroductionThe rising acceptance of male grooming among Indian consumers is making it important to fully understand their individual motivations and preferences as a means of accurately targeting value generation opportunities. This report identifies key prevalent trends, provides insights into the potential growth opportunities followed by strategic action points for the Indian male grooming industry.

Features and benefitsUnderstand the key consumer trends/insights that have driven successful innovation in the CPG industry. Avoid costly investments by learning important lessons from companies and brands that are striving and their efforts to amend. Develop stronger brands and superior competitive positioning by drawing inspiration from the pioneers in the Indian male personal care industry. Obtain a broader appreciation of the CPG industry by gaining insights from both within and outside of their category.

HighlightsCovers the overall male personal care industry in India, including category specific market data, consumer survey data, and exclusive occasions data. Detailed analysis on consumer attitudes towards, and perceived influence of, different product features and benefits impacting choice. In-depth action points offering practical strategies based on the trends and insights uncovered in the report. Covers the Indian geography, and benchmarks it against other relevant countries, as and when appropriate. Your key questions answered

What innovations and marketing strategy work/doesn't work in Indian consumer markets? How do you compete effectively in the fragmented market place of India? Which categories are exhibiting higher growth potential for the future? What are the major trends shaping the future course for the Indian male grooming industry?

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