BUSINESS IDEA SUBMISSION
IdeaCrafters – SJMSOM IIT BOMBAY

PROBLEM STATEMENT

In today's fast-paced lifestyle, consumers often face the challenge of maintaining clean and fresh-looking hair with regular shampooing. Traditional washing methods may not always be convenient, especially for individuals with busy schedules.

SOLUTION – *Dry Shampoo!*

It is a waterless solution that refreshes hair by absorbing scalp oils, instantly revitalizing dull strands without the need for water and giving your hair that just-washed feeling.

MARKET ANALYSIS

Dry Shampoo Market
- Indian dry shampoo market worth $18.7 million in 2022.
- Projected CAGR of 8% from 2022-2027 *(Mordor Intelligence)*

Demand Drivers:
- Pollution-related hair quality issues.
- Busy lifestyles reducing hair wash frequency.
- Growing social media awareness.
- Increased spending on personal care products *(Market Research Future).*

Dry Shampoo Product Formats
- 60% sprays, 30% powders, 10% wipes
- Sprays dominate as quick hair refreshers *(Mordor Intelligence)*

Regional Demand:
- Over 70% demand in urban areas.
- Tier 1 cities (Mumbai, Delhi, Bengaluru) key markets.
- Driven by rising incomes, fashion awareness, and retail access *(TechSci Research)*

Key Competitors

- L'Oreal (Dove, Garnier) holds a substantial 25% market share *(IMARC industry report, 2021)*
- Among speciality dry shampoo brands, Batiste from Church & Dwight leads with a 13% market share *(Market share report by Nielsen,2022)*

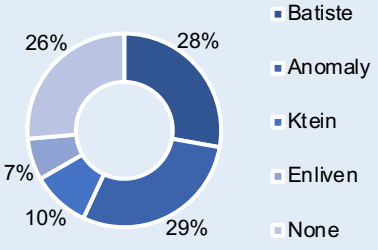
Market Size and growth

- Projected to reach INR 380 crores by 2025 (CAGR of 26% from 2022-2025) *(TechSci Research, 2021)*
- Retail sales stood at INR 230 crores in 2022, focusing on metro cities.
- E-commerce contributes significantly, accounting for 28% of total sales *(Euromonitor data, 2022)*

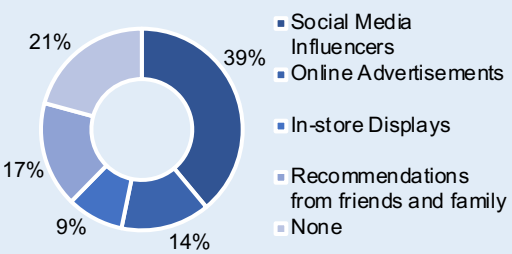
PRIMARY RESEARCH

- We conducted a survey with 64 participants to gain a deeper understanding of dry shampoo products.
- The survey focused on uncovering insights about consumer preferences, product awareness, brand familiarity, and their expectations regarding dry shampoo.

Brands Encountered



Channels of Awareness



Factors consumer consider when choosing brand of dry shampoo?

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A PRIMARY SURVEY CONDUCTED IN SEPT 2022

Surveyed 150 women aged 18-35 in Mumbai and Delhi, revealing
- Dry shampoo usage: 67% occasional, 21% regular users.
- Primary benefits: Convenience (45%) and oil/dirt absorption (36%)

Focus group discussions with 12 women in Mumbai:
- Strong preference for easy spray formats.
- Emphasis on discreet positioning as hair cleansers.

Target Customers

- ✓ College students
- ✓ Working women
- ✓ Travellers
- ✓ Salons

WHY THIS MARKET?

NEW SEGMENT CREATION | **LOW PENETRATION IN INDIA** | **MARICO's DISTRIBUTION CHANNEL** | **COMPLEMENTARY PRODUCTS**

HOW?

- Integrate dry shampoo into the Livon brand, known for trendy hair styling products, as a strategic move.
- Reposition Livon as a versatile hair styling brand by highlighting the refreshing and volumizing properties of dry shampoo.
- Maximize outreach through educational content on the Livon website, social media, and influencer partnerships, targeting young adults and professionals, a key demographic for dry shampoo.

LIVON
Good hair day, every day

PRODUCT DETAIL

LIVON'S DRY SHAMPOO – – **ALL HAIR TYPES** – – **200ML : REGULAR USE**
50ML : TRAVEL FRIENDLY – – **300-500/-** *(Requires further analysis)*

Product Use

Benefits and Features

Key Ingredients - *Butane, Isobutane, Propane, Oryza Sativa Starch, Alcohol Denat., Parfum, Coumarin, Distearyldimonium Chloride, Cetrimonium Chloride*

GOOD FIT FOR MARICO's BUSINESS STRATEGY!

WINNING BRANDS | **INNOVATION DRIVEN** | **SUSTAINABLE BUSINESS** | **NICHE SEGMENT** | **UNEXPLORED AREA**

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