

Indian Deodorant Market Analysis- Sample Report

60 Slides

D e c e m b e r 2 0 1 6

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	- Park Avenue	- Layer'r	- Adidas
	- Yardley London	- Nivea	- Axe
	- Nike	- Set Wet	- Playboy
	- Spinz	- Old Spice	
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Executive Summary

Executive Summary

✓ XX

✓ XX

✓ XX

✓ XX

✓ XX

✓ XX

• XX

~Rs. XX
(2015)
Market Size

Gross Margin
~XX%

✓ XX

✓ XX

✓ XX

✓ XXX

✓ XX

✓ XX

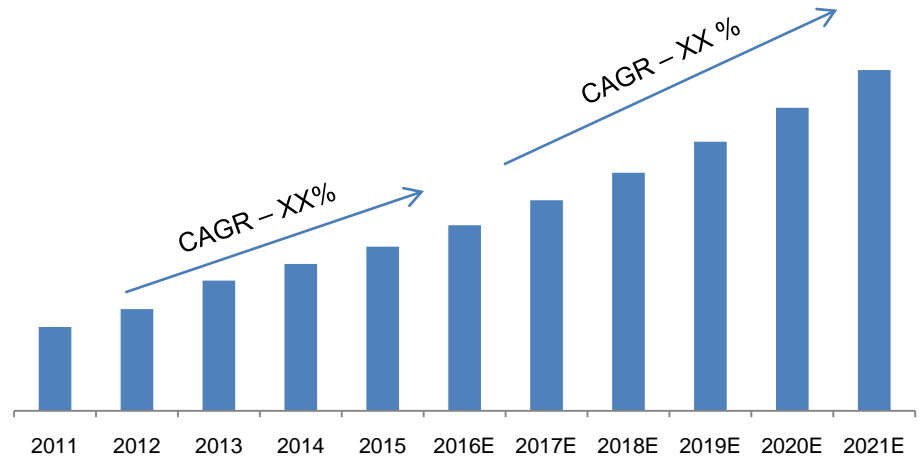
✓ XX

Indian Deodorant Industry

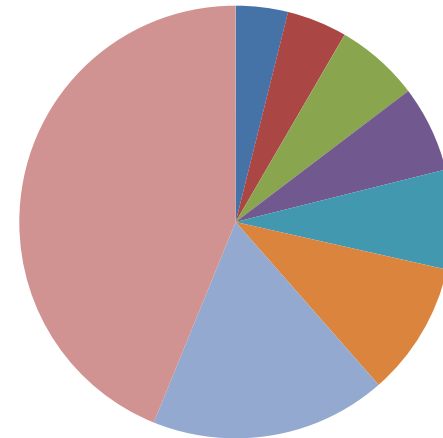
Indian Deodorant Market Overview

- ✓ Current low penetration, young consumer base and increasing grooming consciousness is driving the deodorant industry in India
- ✓ Gets competition from talcum powders which is comparatively cheap
- ✓ The size of the deo Industry in India is currently at ~Rs. XXX (2015) and has been growing at a CAGR of XX%
- ✓ Men constitutes ~XX% of the total market
- ✓ Brand XX is the market leader in deodorant space with XX% share followed by Brand XX (XX%) and Brand XX (XX%)
- ✓ The industry can be segmented into mass and premium
 - ✓ Brands in the mass category includes Brands XX etc. where the pricing is below Rs. XXX
 - ✓ Brands in premium category include the international brands like Brand XX etc.

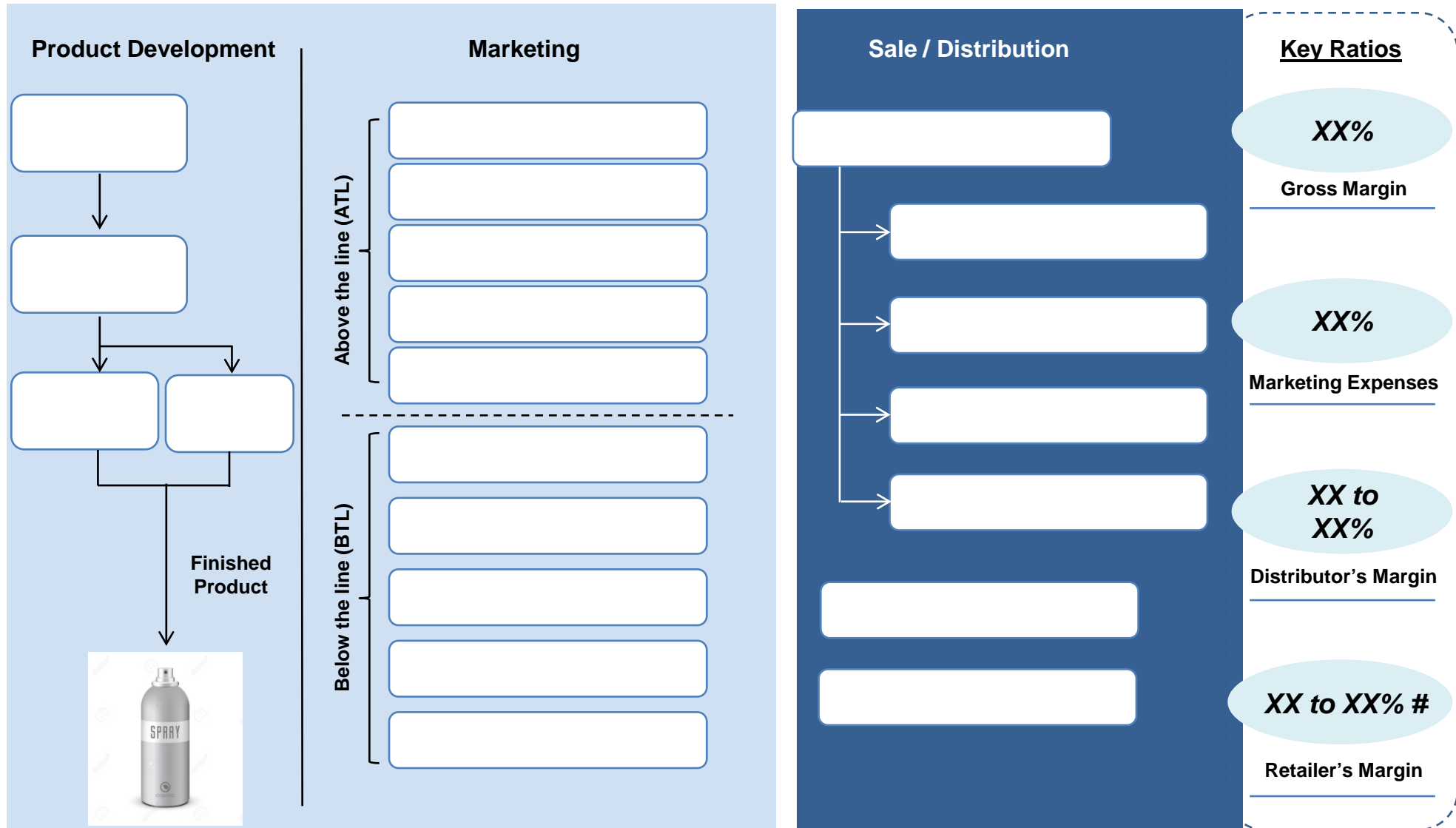
Market Size and Growth (In Rs. Mn)



Market Share % (2015)



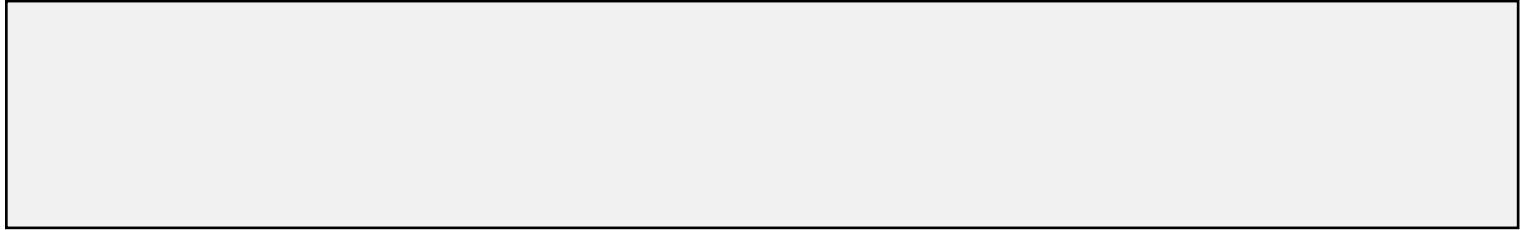
Business Model



for established brands ; for new / unknown brands the margins can be as high as XX to XX%

Growth Drivers


Growth Driver 1



Growth Driver 2



Growth Driver 3



Growth Driver 4



Key Challenges

Key Challenge 1



Key Challenge 2



Key Challenge 3



Key Challenge 4



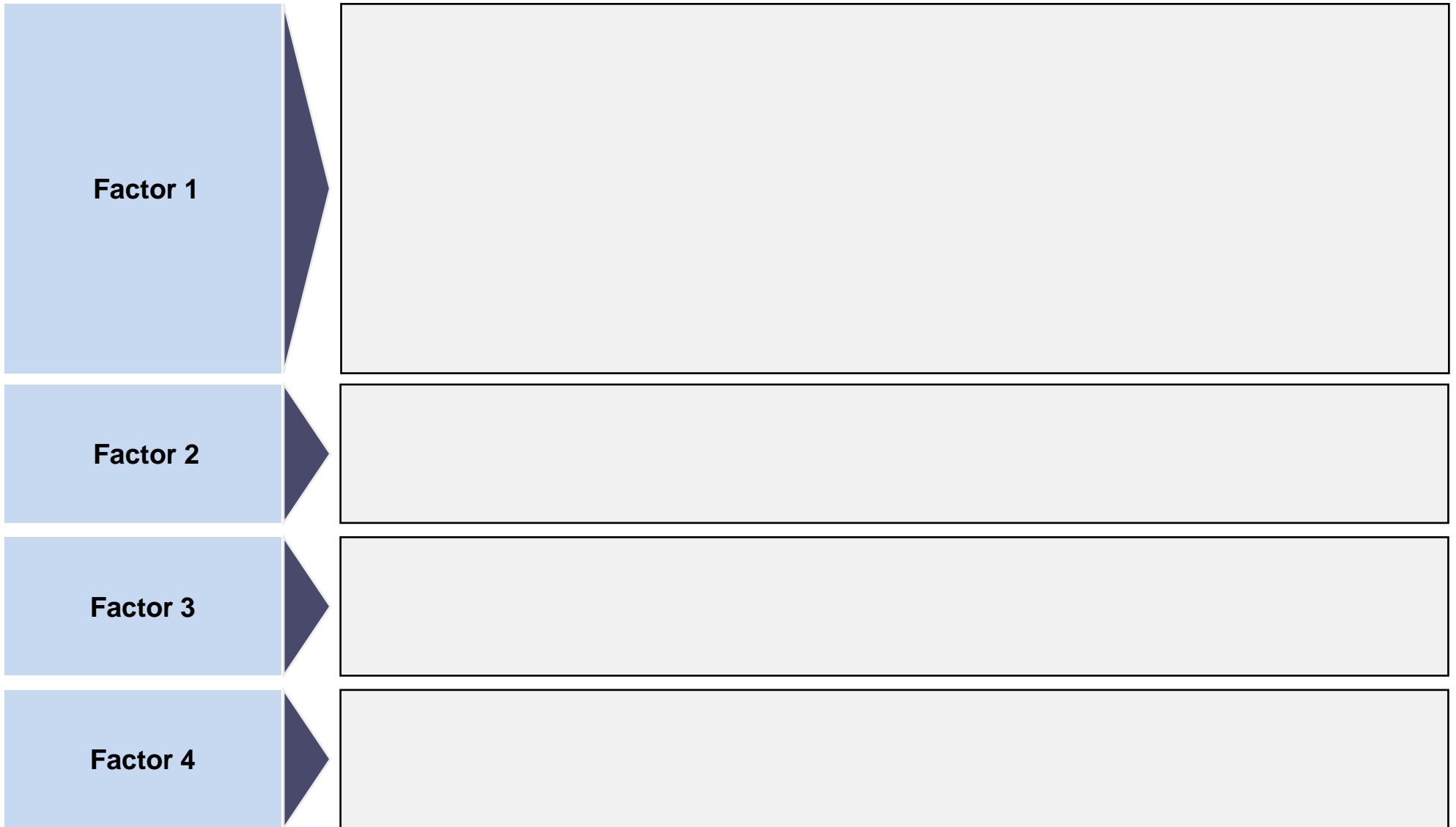
Key Challenge 5



Key Challenge 6

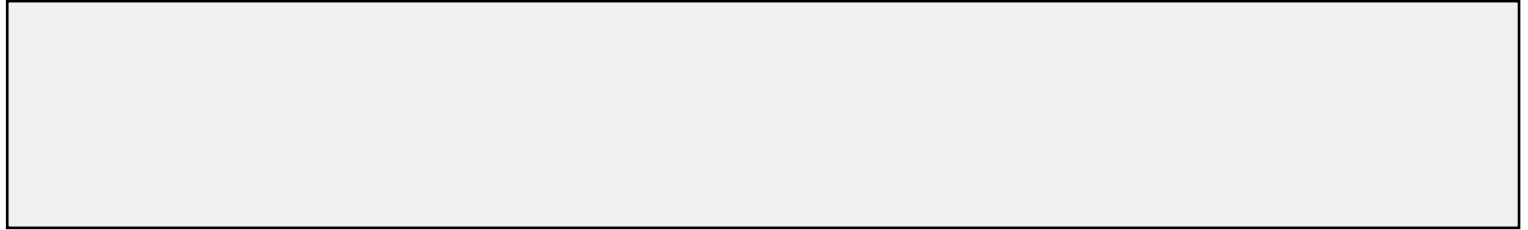


Key Success Factors



Key Trends

Trend 1



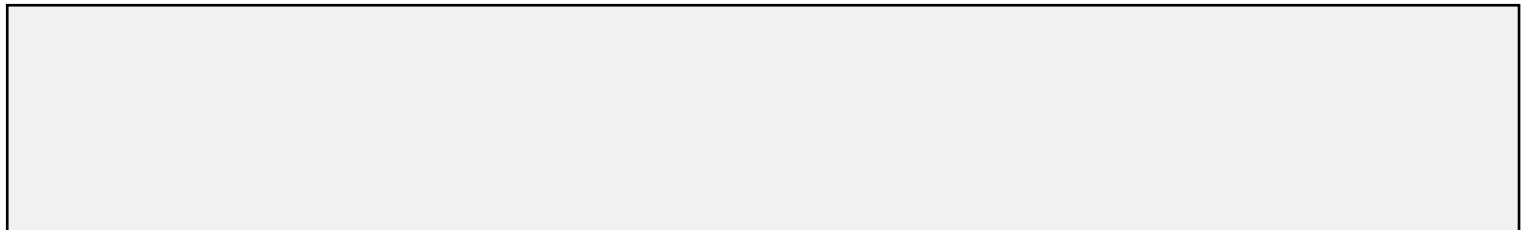
Trend 2



Trend 3



Trend 4



Brand Positioning

Market Segmentation

Demographic - Age		
Segments	Characteristics	Brands

Psychographic based on lifestyle		
Segments	Characteristics	Brands

Positioning – Men’s Deodorants

Brands	Tagline	Segmentation & Target Market	Positioning

Positioning – Women’s Deodorants

Brands	Tagline	Segmentation & Target Market	Positioning

Positioning

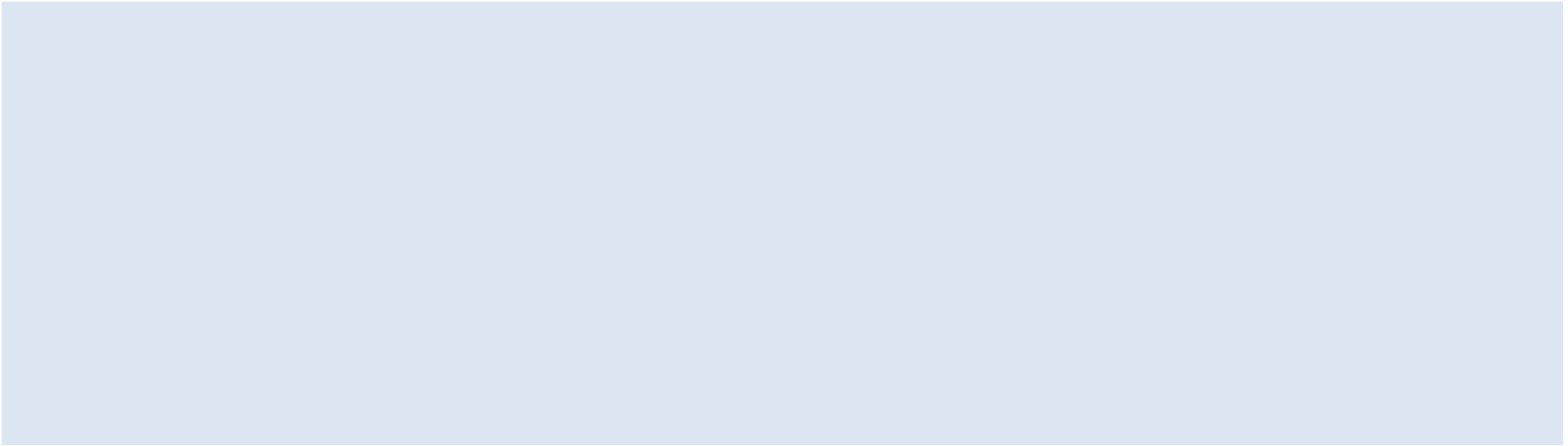
Brands	Parameter 1	Parameter 2	Parameter 3	Parameter 4	Parameter 5	Parameter 6	Parameter 7	Parameter 8	Parameter 9
Fogg									
AXE									
Wild Stone									
Park Avenue									
SET WET									
Engage									
Layer'r SHOT									
Nivea									
Adidas									
Old Spice									

* Specific variants

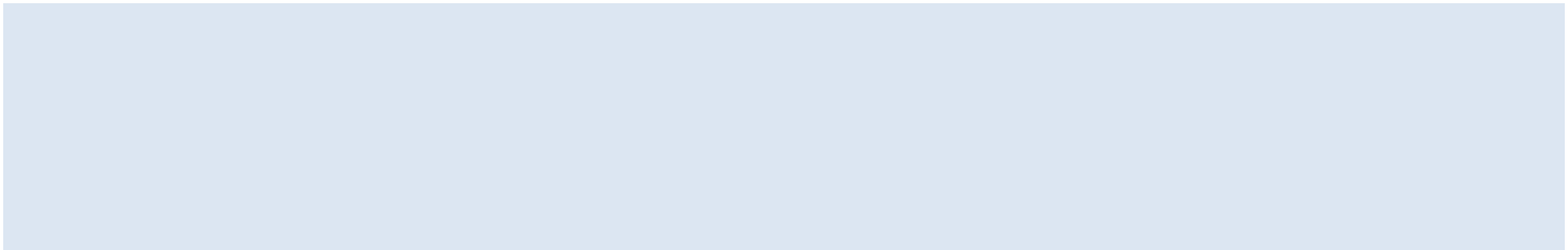
Marketing Mix

Marketing Mix – Product & Place

Product Innovations in Deodorant by leading brands



Distribution strategies adopted in Deodorant by leading brands



Marketing Mix – Price

Pricing strategy of brands

Men

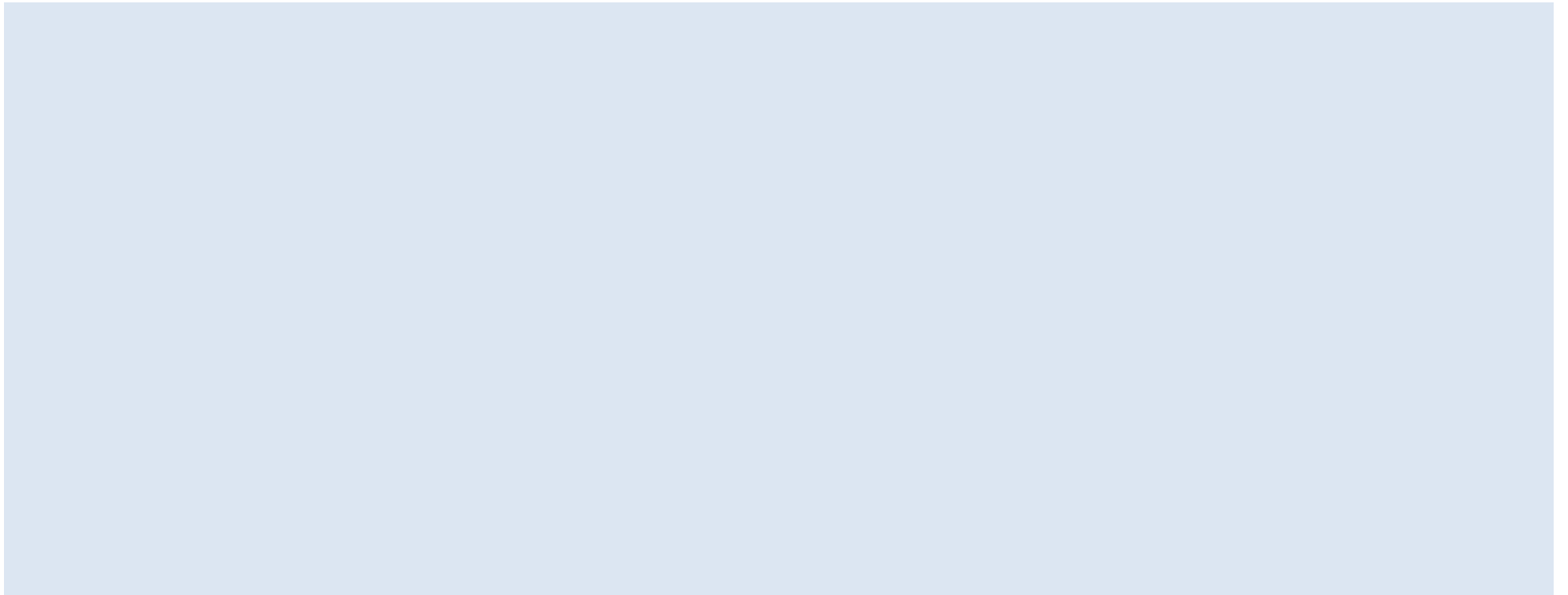
Brands	Price range for XX ml	Rate per ml
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX (XX ml bottle)	XX

Women

Brands	Price range for XX ml	Rate per ml
Brand XX	Rs XX	XX
Brand XX	Rs XX (XX ml bottle)	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX	XX
Brand XX	Rs XX (XX ml bottle)	XX

Marketing Mix – Promotion

Promotional strategies adopted in Deodorant by leading brands

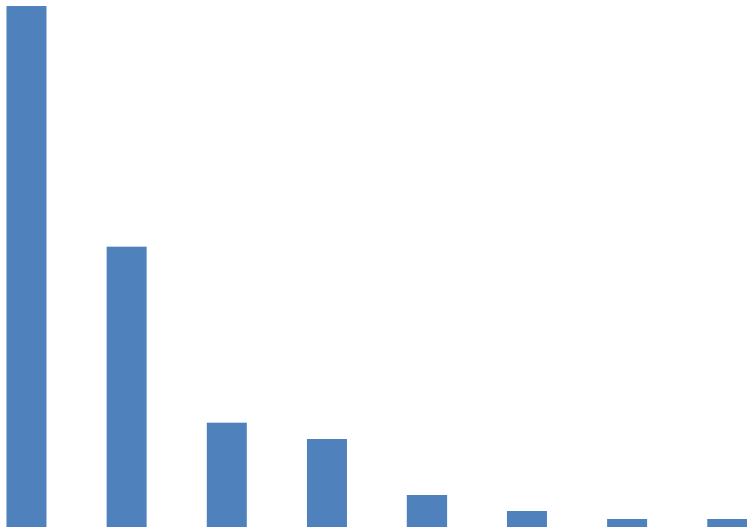


Campaigns run by leading brands

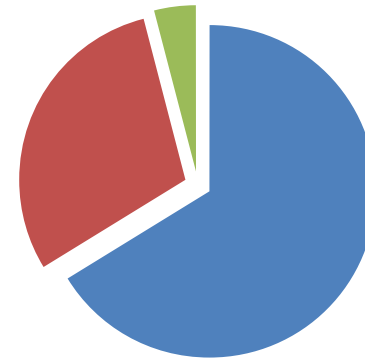
Consumer Buying Behaviour (based on consumer survey)

Buying criteria

What do consumers like about their favourite deodorant?

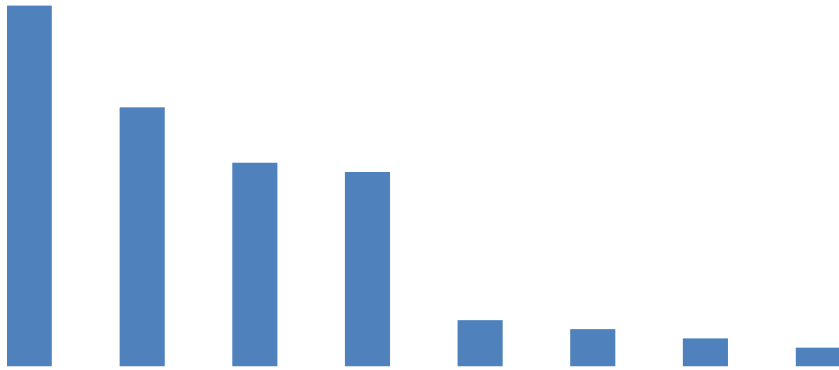


Importance of volume in deodorant

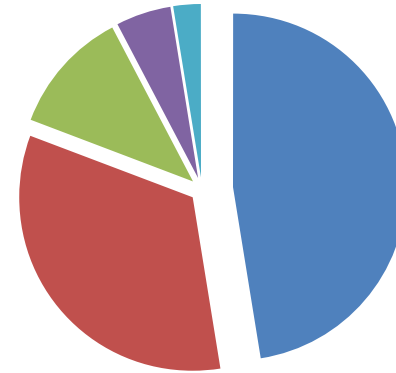


Consumer Buying Behavior

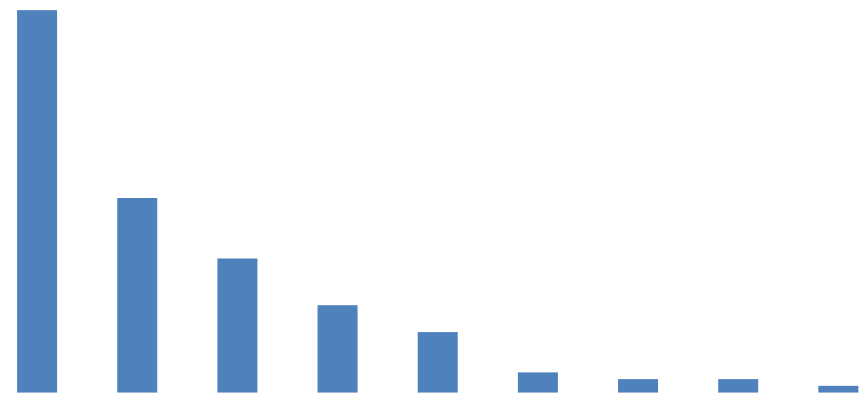
From where do consumers buy deodorant?



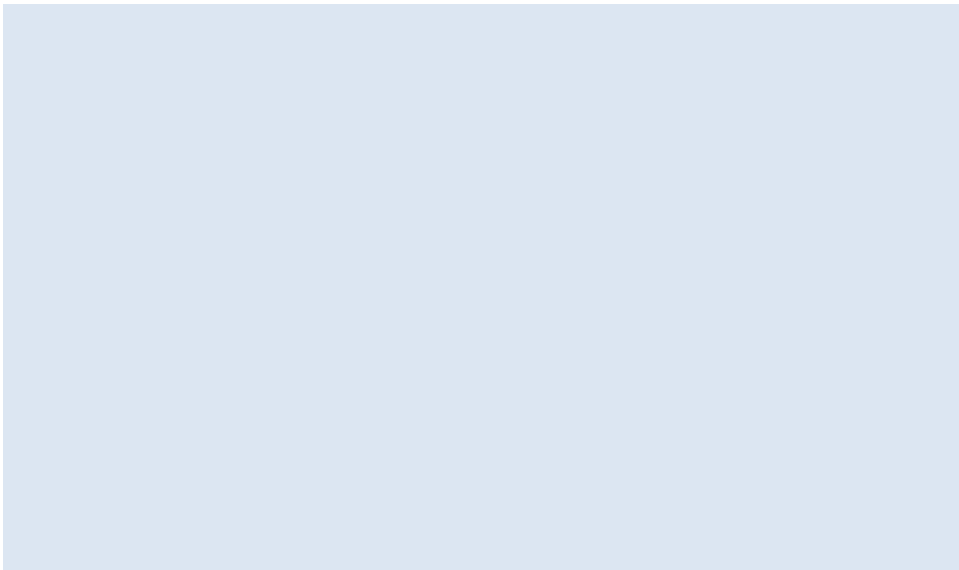
Frequency of purchase



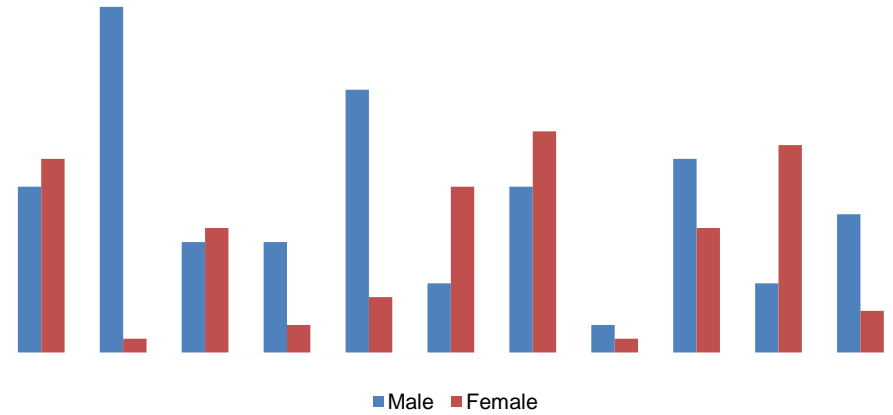
What will make you try/ buy a new deo?



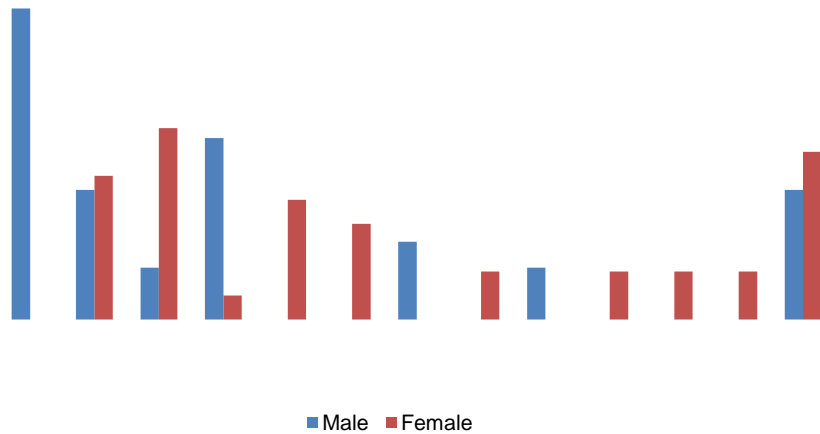
Consumer Buying Behavior ..contd.



Brand awareness / usage



Favourite Brand



Duration of usage of same brand / Brand loyalty



Deodorant Brands – Profiles and Financial Analysis

Profile Summary

<i>Sr. No</i>	<i>Name of Company</i>	<i>Brand</i>	<i>Company Overview</i>
1	Company 1	Brand 1	
2	Company 2	Brand 2	
3	Company 3	Brand 3	
4	Company 4	Brand 4	
5	Company 5	Brand 5	
6	Company 6	Brand 6	
7	Company 7	Brand 7	

Financial Summary

Sr. No	Name of Company	Brand	Year (FY)	Financials		Ratios							Inventor y Days	Debtor Days
				Revenues (Rs. in Mn)	Gross Margin %	Adv. and Promo. Exp.	EBITDA %	EBIT %	PAT %	ROCE	ROE	3 yrs Revenue CAGR		
1	Company 1	Brand 1	2016	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
2	Company 2	Brand 2	2016	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
3	Company 3	Brand 3	2015	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
4	Company 4	Brand 4	2014	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
5	Company 5	Brand 5	2015	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
6	Company 6	Brand 6	2016	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX

* 2 years CAGR

Sample profile - Brand XX

Owned by	
Launched in India	
Tagline	
Men/ Women/ Both	
Categories	
Volume & Price	
Promotional & Marketing strategies	
Celebrity Endorsement	
Positioning	
Target Group	
New Launch	
Product Portfolio	
Distribution	

Profit & Loss Account

Profit & Loss Account for the year ended 31st March (Rs. Mn)				
	FY2011	FY2012	FY2013	FY2014
Revenues from Operation				
Other Income				
Total Revenues				
Cost of Materials Consumed				
Gross Profit				
Administrative and General Expenses				
Employee Expenses				
Advertising & Promotional Expenses				
Selling and Distribution Expenses				
Total Expenditure				
EBITDA				
Depreciation				
EBIT				
Interest				
Profit before Prior Period Items and Tax				
PBT				
PAT				

Balance Sheet

Balance Sheet as at 31st March (Rs. Mn)				
	FY2011	FY2012	FY2013	FY2014
Share Capital				
Share Application Money				
Reserves & Surplus				
Shareholders' Funds				
Secured Loan				
Unsecured Loan				
Loan Funds				
Deferred Tax Liability				
Total Liabilities				
Gross Block				
Net Block				
Capital work in progress				
Investments				
Inventories				
Sundry Debtors				
Other Current Assets				
Total Current Assets & Advances excl. Cash & Bank				
Current Liabilities				
Provisions				
Total Current Liabilities & Provisions				
Net Working Capital excl. Cash & Bank				
Cash & Bank				
Net Working Capital incl. Cash & Bank				
Total Assets				

Ratios

Key Ratios	FY2011	FY2012	FY2013	FY2014
Expenditure Ratios				
Cost of material consumed as a % of Total Revenues				
Administrative & Other Expenses as a % of Total Revenues				
Employee Expenses as a % of Total Revenues				
Advertising & Promotional Expenses as a % of Total Revenues				
Selling and Distribution Expenses as a % of Total Revenues				
Profitability Ratios				
Gross Margin %				
EBITDA %				
EBIT%				
PBT %				
PAT %				
Return Ratios				
ROCE %				
ROE %				
Financial Ratios				
Total Debt / Net Worth				
Secured Debt / Net Worth				
Total Debt / EBITDA				
Turnover Ratios				
Working Capital Turnover Ratio				
Net Fixed Assets Turnover Ratio				
Inventory Days				
Debtors Days				

Annexure

Select Distributor Interviews

Sr no	Wholesaler	Which deo brands do you deal in?	Which are the top 3 brands in deo? Which brands are doing better than others and why?	How has the growth been in the last one or two years in deo?	What are your terms with the retailers- on payment (and margin if possible)? Credit period	What are your terms with the brands?(margin)	Do brands supply only on cash or do they give credit?	Do you take returns from retailer or return to brand?	How much quantity do you sel in a month 9bottles)?
1	Distributor 1								
2	Distributor 2								
3	Distributor 3								
4	Distributor 4								
5	Distributor 5								
6	Distributor 6								
7	Distributor 7								

Select Retailer Interviews

Sr no	Retailer	On what basis does customer buy deo?(Brand/ Price/ Long Lasting/Smell)	Do they ask for any specific brand?	Total No. of deo bottles sold in a month?	Total no. Of Fogg bottles sold in a month	Which are the Top 3 deodorants sold?	How much margin do you get on an average on Fogg, Wildstone & Axe?
1	Retailer 1 – Beauty Store						
2	Retailer 2 – Beauty Store						
3	Retailer 3 – Chemist						
4	Retailer 4 – Chemist						
5	Retailer 5 - Chemist						

Thank You

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