

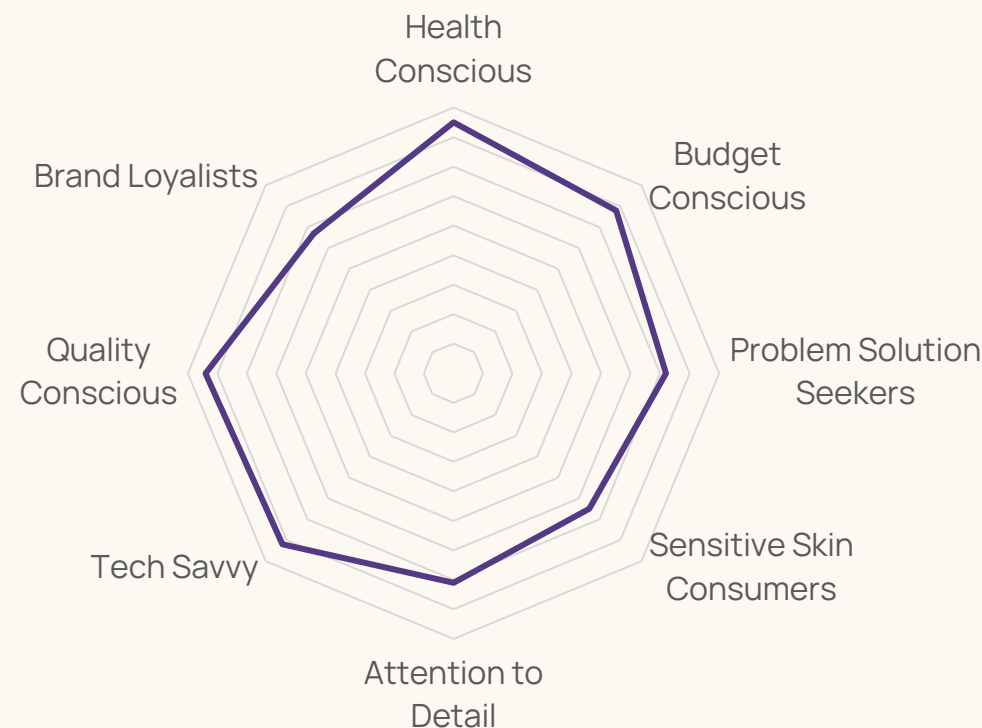
Himalaya Wellness - Turmeric Face Wash

Consumer Intelligence Report | 30 December, 2024

Health and Quality Conscious Traits Shine

- The typical consumer of Himalayan Turmeric Face Wash is a health-conscious individual aged 18-45, with a slight female skew (57%), residing in **urban** or **semi-urban** India.
- They are comfortable shopping online, **rely on reviews and ratings**, and seek natural, **effective**, and affordable skincare solutions, particularly for issues like dark spots and acne.
- With a strong cultural connection to turmeric as a trusted Ayurvedic ingredient, many value its **anti-inflammatory and antioxidant** properties rooted in traditional skincare routines.
- **Loyal to Himalaya** for its herbal offerings, these consumers are open to experimenting within the brand and are vocal about their experiences, providing **detailed feedback** and valuing quality and **engagement** in their routines.

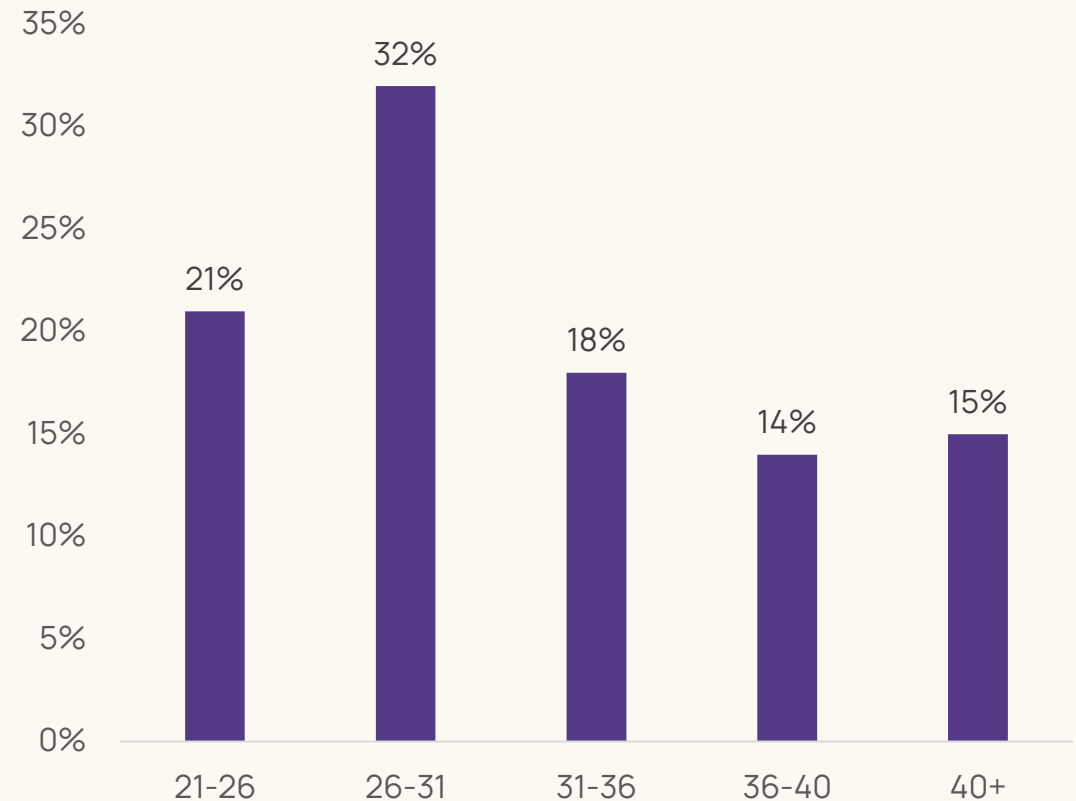
Consumer Psychographic Split



26+ Dominate User Base – Combining Tradition with Modernity

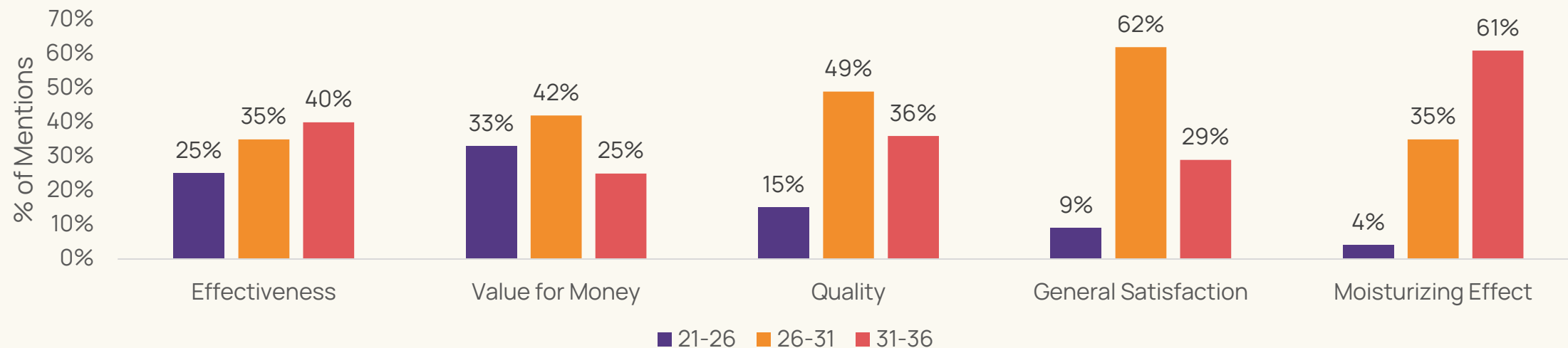
- The largest segment, aged 26-31 (32%), is settling into their careers and is health-conscious and risk-averse, and applying age-old skincare tips to their daily routines.
- The 21-26 group (21%) consists of **young adults exploring** skincare options.
- The 31-36 (18%) and 36-40 (14%) groups focus on **maintaining skin health** as they age.
- The 40+ segment (15%) values the anti-inflammatory and antioxidant properties of turmeric, reflecting a strong cultural connection to Ayurvedic skincare.
- Majority of consumers (**57%**) lie in the **middle-income band (25,000-40,000 INR)**, while the rest are split between **low-income (19%, 15,000-25,000 INR)** and **high-income consumers (24%, 40,000 INR+)**.

Consumer Demographic Split



Bang for Buck and Good Quality: Consumer's Stamp of Approval

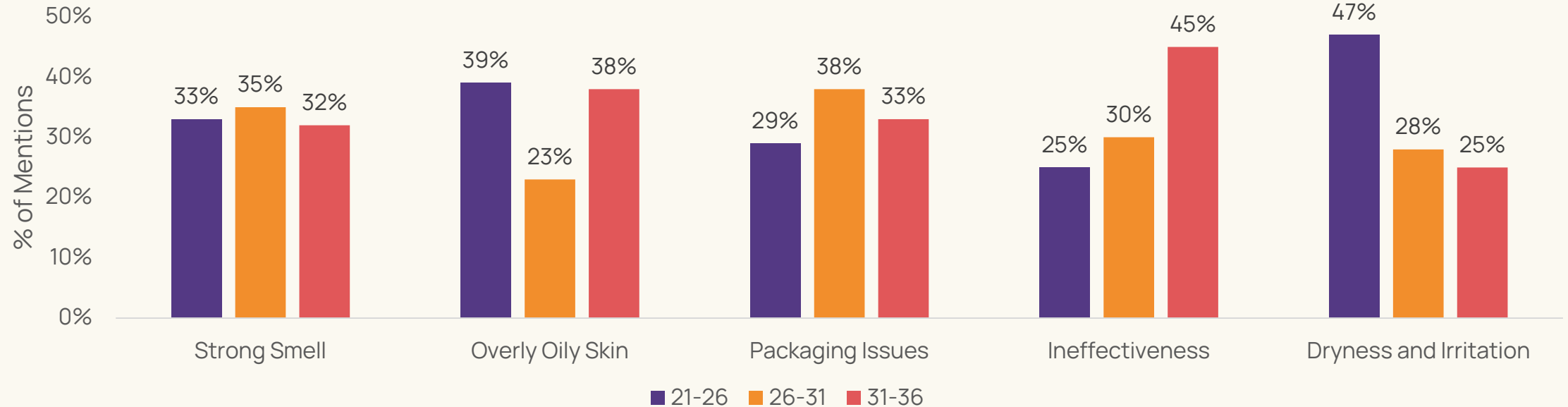
Likes - Distribution



- The 21-26 age group, being early in their careers, **prioritizes value for money (33%)** and **effectiveness (25%)** as they seek affordable yet effective skincare solutions. Quality is also considered (15%), but general satisfaction (9%) and moisturizing effect (4%) are less critical for them.
- In contrast, the 31-36 age group **focuses heavily on moisturizing (61%) to combat signs of aging**. They value effectiveness (40%), quality (36%), and **general satisfaction (29%)** more, showing a willingness to invest in comprehensive skincare solutions, with **less emphasis on value for money (25%)**.

Dryness and Irritation Supersede Positive Perception

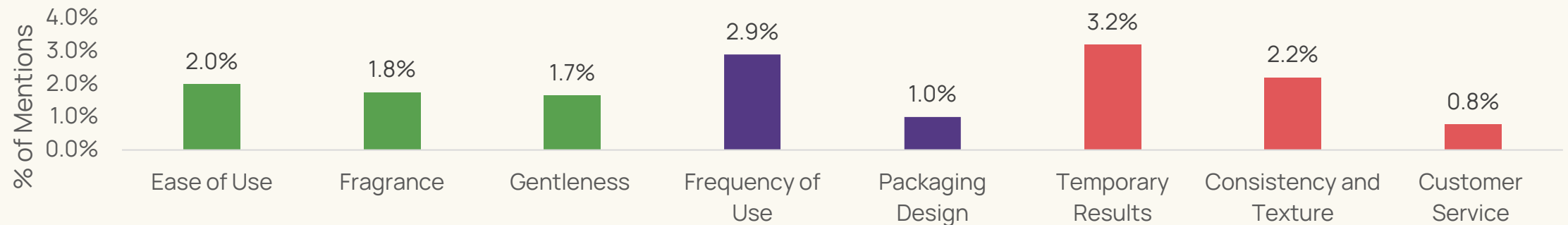
Dislikes - Distribution



- The 21-26 age group is highly concerned about dryness and irritation (47%), **reflecting their heightened sensitivity about facial appearance**. They also focus on **overly oily skin (39%)**, **strong smell (33%)**, packaging issues (29%), and ineffectiveness (25%).
- The 26-31 age group **balances their concerns**, with significant focus on **packaging issues (38%)**, ineffectiveness (30%), **strong smell (35%)**, overly oily skin (23%), and **dryness and irritation (28%)**.

Ease of Use, Frequency and Temporary Results: Prominent Niche Themes

Overall Niche Themes of Discussion – Positive, Neutral, Negative



- **Ease of use is appreciated by 2.0%** of consumers, who find it simple to incorporate into their routines, describing it as "easy to use and fits well into my daily routine." Meanwhile, **1.8% enjoy the fragrance**, describing it as a "**great smelling face wash**" they "**really enjoyed using.**" **Gentleness** on the skin is highlighted by 1.7%, particularly those with sensitive skin, who describe it as a "very nice facewash, good for sensitive skin, gives a good glow and freshness."
- The **consistency and texture are discussed by 2.2%** of consumers, with mixed feelings, as consumers note "the texture is too thick and doesn't spread easily." Additionally, 2.9% discuss the frequency of use, with some finding "I use it twice a day, and it seems to work well," while 1.0% appreciate the **sleek and functional packaging design.**



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