



Smart Detect



Deliverable
PPT report

■ Please contact Intage representative for the fee.

Smart Detect

Grasp profiles of consumers and users more clearly.

Classify and rediscover consumers from diverse data.

- Not only awareness data, but it's possible to use demographics and other behavioral and review data, which weren't available before.
- It's possible to extract a consistent and easy-to-understand user profile by using a variety of data.

Can

- Identify and profile consumers in a more comprehensible manner
 - Understand the market size of each segment
-

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Fullfill needs

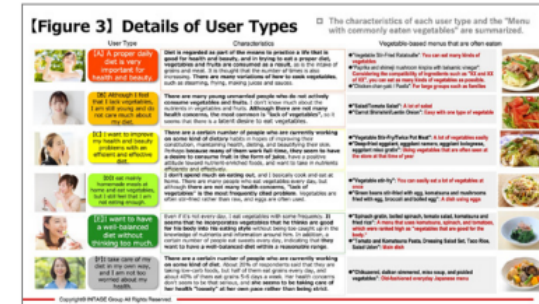
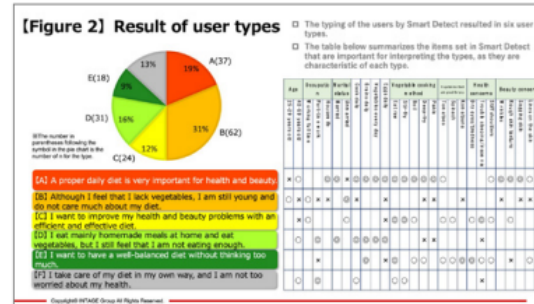
- To make segmentation of consumers easier to understand than before.
- To know the market size of each segment and clarify the targets.
- To understand consumers better and have effective marketing strategies and measures.

Features of service

- Demographics and other question data (SA/MA) other than awareness items can be used.
- Consistent segment extraction is possible by using a variety of data.
- Existing survey data (including data from other companies) can be used.

Usable situation

- Want to find out what kind of users exist in an unknown market.
- Want to have new findings through existing benchmark research.
- To find out who to target.



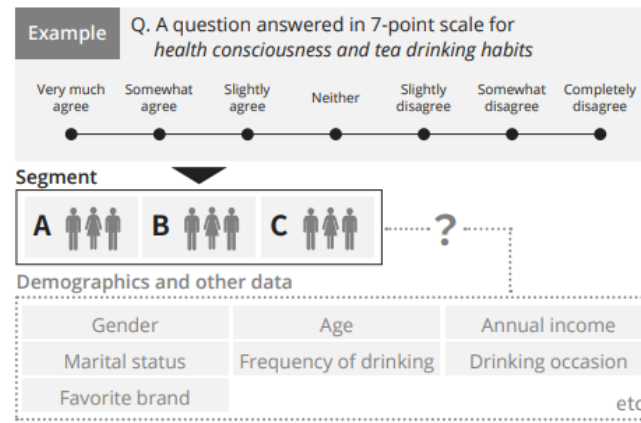
Examples of deliverable

Comparison with conventional methods

Conventional Cluster Analysis

Classification mainly based on awareness data of the scale rating only.

Prepare questions specifically dedicated for segmentation only in advance and classify respondents based on the results of analysis of these data (usually dozens of items are prepared).

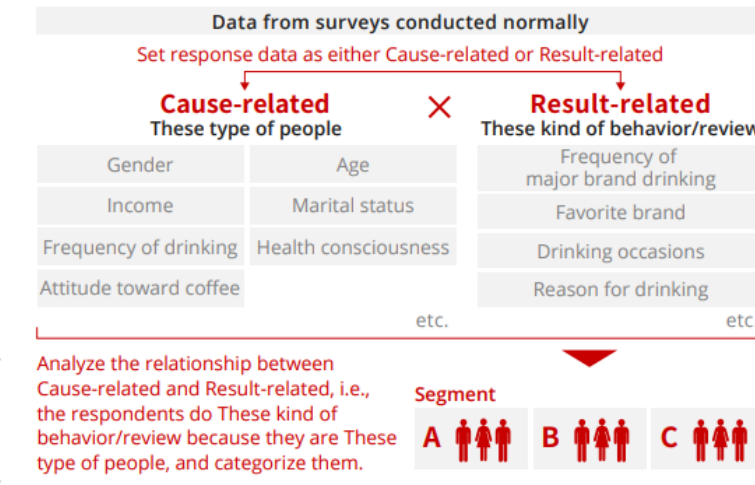


Unclear connection between segments and demographics and other question data

Smart Detect

Classification using a variety of data, including demographics and other data

Classification using data answered naturally in the survey (Questions dedicated for segmentation are not necessary).



Extracting consistent pattern of respondents' profile from demographics to awareness, behavior, and review



**Case study:
Segmentation of Female Skincare Users
in India**

Summary of user type classification results

E1. Radiant realist

Independent, married women with kids who follow a practical skincare and makeup routine, favoring natural ingredients and home remedies for healthy, radiant skin.

D4. Practical Skincare Enthusiasts

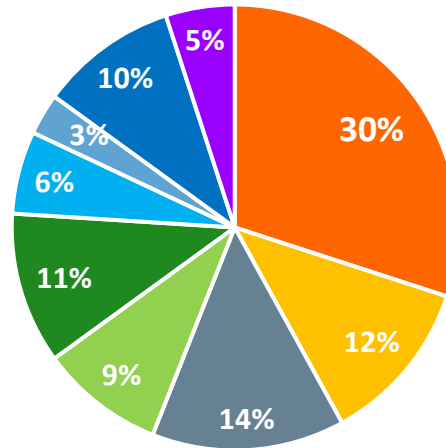
They prioritize healthy skin with dermatologist-approved products and home remedies, paired with natural makeup and simple attire like kurtas and denims.

D1. Timeless Beauty Seekers

Timeless Beauty Seekers, mature and confident women who prioritize youthful skin with a structured routine and rely on online shopping and reviews.

C4. Modern Glow-Setters

Skincare-savvy young women follow routines with scientifically backed ingredients for glowing skin, favor bold shades like crimson, and stylish dresses post-makeup.



■ A1 (119)
 ■ A4 (49)
 ■ B1(56)
■ B4(35)
 ■ C1(45)
 ■ C4(26)
■ D1(13)
 ■ D4(39)
 ■ E1(18)

C1. Heritage Beauty Enthusiasts

They favor natural ingredients and home remedies for healthy, moisturized skin, keep makeup minimal yet essential, and prefer Indian brands and outfits.

A1. Minimalist Naturalist

Women stick to a simple skincare and makeup routine, favoring natural ingredients, home remedies, and trusted Indian products based on expert advice and reviews

A4. Confident Glow Lovers

Confident and educated women who are committed to daily skincare and makeup. They rely on online reviews and YouTube for skincare advice

B1. Skincare Devotees

They prioritize clear, healthy, glowing skin, trusting dermatologists and opting for natural ingredients and home remedies.

B4. Beauty Harmonizers

They embrace both makeup and skincare, investing in products that boost skin health while blending modern and traditional values.

Segment 1- A1 (Minimalist Naturalist)

*“Women maintain a **simple yet consistent skincare and makeup routine**, favoring Products which has **natural ingredients, home remedies, and trusted Indian products**. They rely on expert advice and online reviews, prioritizing effectiveness over trying new products.”*

Demographics

Age: 18-29 yrs (61%) 30-39 yrs (39%)

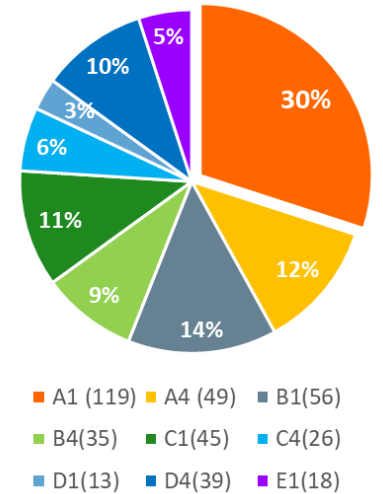
Chennai: 33%

PG General – 46%

Full time worker- 58%

MHI: 33% (Rs 50,001 – Rs 1L)

Married with kids – 50%, Single – 38%



- Most individuals in this segment follow a minimal yet consistent skincare and makeup routine.
- Regularly used basic products include facewash (97%), lip balm (87%), sunscreen (80%), eyeliner (100%), and lipstick (100%).
- Nearly 71% apply skincare and makeup after bathing in the morning.
- Skincare decisions are influenced mainly by online reviews (23%) and dermatologists (18%), while makeup choices are guided by online reviews (20%), YouTube (15%), and Instagram (15%), aligning with their preference for social media browsing (67%).
- They prioritize skincare with natural ingredients (67%) and home remedies (75%).
- Over half (53%) prefer skincare and makeup products made in India.
- They are cautious about experimenting with scientifically verified products, favoring a simple and effective approach to maintaining healthy skin (43%).
- Their preferred lipstick shade is light pink (13%) and pale violet red (12%).

“Motivation for skincare and makeup: To maintain healthy skin and rejuvenate myself.”

Segment 2- A4 (Confident Glow Lovers)

“Confident and educated women who are committed to daily skincare and makeup. They rely on online reviews and YouTube for skincare advice”

Demographics

Age: 18-29 yrs (33%) 30-39 yrs (67%)

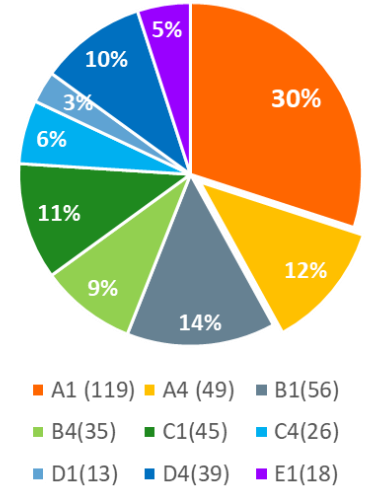
Bangalore: 35%

PG Professional – 57%

Full time worker- 88% ,

MHI: 31% (Rs 1L – Rs 2L)

Married with kids – 86%



- Follow a structured routine with products which has natural ingredients(53%) and home remedies(86%).
- Regularly use facewash(96%), night cream(94%), facial cleanser(94%), sunscreen(92%), face scrub(92%), eyeliner(100%) , lipstick (100%), foundation(92%), BB cream(94%), and eyeshadow(92%).
- Apply skincare and makeup after bathing in the morning(78%), before makeup(71%), and before going to sleep(65%).
- Spend good amount (Rs 60k-Rs10k) on skincare (45%) and makeup(39%).
- Prefer Indian brands and natural ingredients(53%).
- Aim for youthful, moisturized, and healthy skin.
- Address concerns like acne (73%), skin brightening (88%), and dark circles (84%).
- Incorporate specialized care for skin brightening (63%), acne/pimple (37%), and anti-aging (20%).
- Favor bold makeup lipstick shades like dark red and eye shadow dark salmon.
- Prefer traditional outfits like sarees and kurtas.

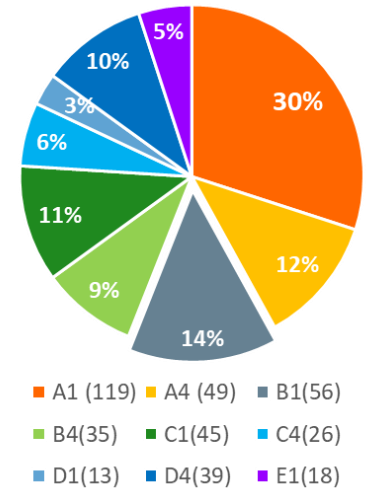
“Motivation for skincare and makeup: To enhance self-confidence, express myself, and maintain a youthful appearance.”

Segment 3- B1 (Skincare Devotees)

*“Focused on achieving **clear, healthy, and glowing skin**. They trust **dermatologists** and prefer **natural ingredients**, often integrating **home remedies** into their skincare routines.”*

Demographics

Age: 18-29 yrs (57%) 30-39 yrs (43%)
Mumbai: 34%
PG Professional - 54%
Full time worker- 73% ,
MHI: 38% (Rs 1L – Rs 2L)
Married with kids – 48% , Single - 43%



- Highly dedicated to skincare and makeup routines.
- Regularly use facewash (95%), sunscreen (100%), lip balm (91%), eyeliner/kajal (100%), lipstick (100%), foundation (91%), and mascara (89%).
- Rely on dermatologist recommendations for skincare (32%).
- Prefer online reviews (16%) and YouTube (16%) for makeup guidance.
- Emphasize consistent use of products and expert advice.
- Value practicality in skincare and makeup choices.
- Prioritize healthy, glowing skin and a polished makeup look.

“Motivation for skincare and makeup: To maintain healthy skin and to treat myself.”

Segment 4- B4 (Beauty Harmonizers)

“They love makeup and skincare, investing more in products that enhance skin health. “Women who embrace both modern and traditional beauty ideals.”

Demographics

Age: 18-29 yrs (34%) 30-39 yrs (66%)

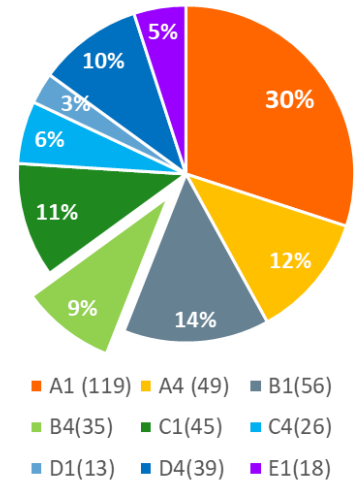
Delhi: 34%

PG Professional - 63%

Full time worker- 89% ,

MHI: 37% (Rs 2L – 3L)

Married with kids – 94%



- They invest significantly in makeup and skincare, spending between Rs 6000 – Rs 10,000.
- They use products regular like – Night Cream (91%), Facial cleanser (89%), Day Cream (86%), Sunscreen (86%), Lip balm (86%), Face wash (86%) Eyeliner/kajal (100%), Lipstick (100%), Foundation (80%), Mascara (80%)
- They prefer to do skincare after taking bath in morning(66%) and night(49%).
- They value home remedies for skin and prefer products with natural ingredients.
- Specialized care is incorporated into their routine, including anti-aging (40%), skin brightening (49%), and dark circle treatment (43%).
- They embrace a blend of both modern and traditional values, loving makeup while prioritizing skincare for enhanced skin health.
- Their preferred outfits after makeup application include sarees (34%), tops & denim (26%), and office wear (23%).
- They are women who care deeply about their skin, balancing their interest in makeup with a focus on skin health.

“Motivation for skincare and makeup: To express and refresh myself .”

Segment 5 – C1 (Heritage Beauty Enthusiasts)

*“They prioritize skincare with **products with natural ingredients**, favor **home remedies**, and seek **healthy, moisturized skin**.*

*They wear minimal yet essential makeup, favor **Indian brands**, and prefer **traditional elegance with kurtas and sarees after applying makeup**.*

Demographics

Age: 18-29 yrs (29%) , 30-39 yrs (71%)

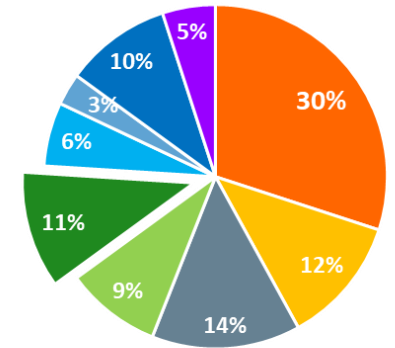
Chennai: 38%

PG Professional – 60%

Full time worker- 80% ,

MHI: 29% (Rs 50K – 1L) 27% (1L – 2L)

Married with kids – 98%



■ A1 (119) ■ A4 (49) ■ B1(56)
■ B4(35) ■ C1(45) ■ C4(26)
■ D1(13) ■ D4(39) ■ E1(18)

- Prefer skincare products with natural ingredients and often use home remedies.
- Follow a basic skincare routine, using products like facewash (93%), lip balm (84%), and sunscreen (82%).
- Regular makeup users, especially eyeliner (100%), lipstick (100%), and eyebrow pencil (82%).
- Skin concerns include dark spots and sensitivity; their ideal skin is moisturized, healthy skin.
- Spend around Rs 3,000-6,000 on skincare (42%) and makeup (47%).
- Incorporate specialized skincare care, focusing on acne (67%) and skin brightening (73%).
- Prefer wearing Indian attire, such as sarees (36%) or kurtas (33%), when applying makeup.

“Motivation for skincare and makeup : To maintain healthy skin..”

Segment 6 – C4 (Modern Glow-Setters)

*“Modern Glow Setters are young, skincare-savvy women who follow a dedicated routine with **scientifically backed ingredients** for clear, healthy, and glowing skin. They embrace a polished makeup look, favor **bold shades like crimson**, and prefer outfits like **dresses or one-pieces** after applying makeup*

Demographics

Age: 18-29 yrs (92%) , 30-39 yrs (8%)

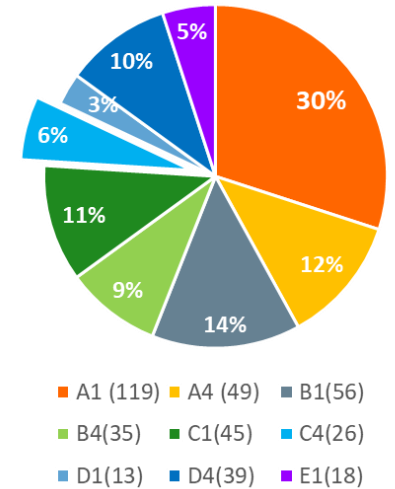
Bangalore: 46%

PG Professional – 54%

Full time worker- 81%

MHI: 46% (Rs 1L – 2L)

Married with kids – 46% , single – 50%



- Serious about their skincare routine, using products like serum (100%), sunscreen (100%), face scrub (100%), sheet mask (96%), and face pack (96%).
- Regular makeup users, applying eyeliner/kajal (100%), lipstick (100%), mascara (96%), compact (96%), and concealer (96%).
- Skincare is a daily routine, while makeup is applied several days a week.
- More focused-on skincare than makeup.
- Rely on online reviews and YouTube for both skincare and makeup recommendations.
- 80% prefer home remedies for skincare, but 69% like using skincare products with scientifically verified ingredients.
- 35% of respondents prefer Indian skincare products, while 35% prefer South Korean products.
- Favorite lipstick shade: Crimson (19%).
- Prefer wearing dresses/one-pieces (35%) after applying makeup, reflecting their modern fashion preferences.

“Motivation for skincare and makeup: To maintain healthy skin and to treat myself.”

Segment 7 – D1 (Timeless Beauty Seekers)

“Timeless Beauty Seekers, mature and confident women prioritize skincare for youthful, healthy skin with scientifically backed ingredients. They embrace a structured routine, prefer office wear, saree and kurta after applying makeup, and rely on online shopping and reviews for their beauty choices.”

Demographics

Age: 18-29 yrs (23%) , 30-39 yrs (77%)

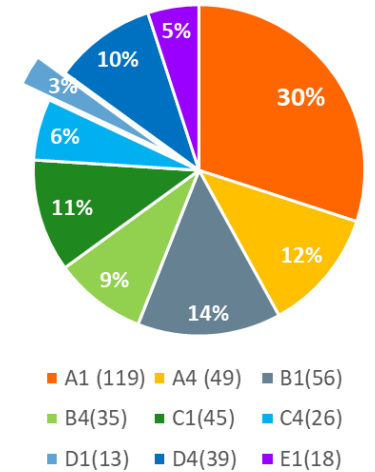
Delhi: 46%

PG General – 54%

Full time worker- 92% ,

MHI: 46% (Rs 50,001 – 1L)

Married with kids – 92%



- Prefer basic skincare products, including Face scrub (85%), face wash(77%), sunscreen(85%), and Face Moisturizer (cream-type)(77%)
- Regularly apply makeup after taking a bath, focusing on essentials like eyeliner(100%) and lipstick(100%).
- 54% of them prefer skincare products with scientifically verified ingredients.
- Prefer purchasing skincare and makeup products through e-commerce websites.
- Like to wear a mix of both western and Indian attire, including office wear (23%), saree (23%), and kurta (23%).
- Have current skin concerns like sensitive skin (46%), sagging skin (46%), and dryness (38%).
- Incorporate specialized skincare care, focusing on skin brightening (85%), pore care (62%), and anti-aging (46%).
- Less focused on trends and more on simplicity and practicality.

“Motivation for skincare and makeup: To look youthful”

Segment 8 – D4 (Practical Skincare Enthusiasts)

*“They **prioritize smooth, healthy skin** with a routine centered on **dermatologist-recommended products and home remedies**. Opting for **simple, natural makeup** and outfits like kurtas and denims.”*

Demographics

Age: 18-29 yrs (64%) , 30-39 yrs (36%)

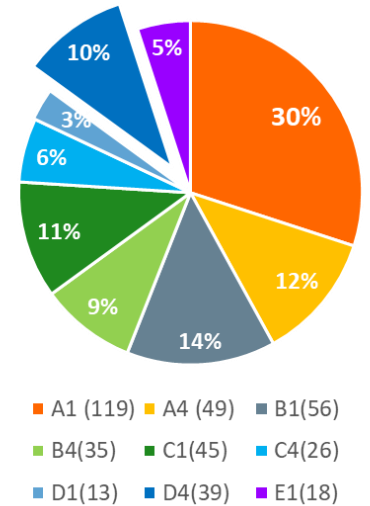
Delhi: 33%

PG General – 59%

Full time worker- 87% ,

MHI: 38% (Rs 1L– 2L)

Married with kids – 95%



- Use basic products like Sunscreen (97%), Lip balm (97%) and Facewash (97%) Eyeliner/kajal (100%), Lipstick (100%), Mascara(100%)
- Perform skincare almost daily and apply makeup several days a week.
- Prefer skincare over makeup, focusing on skin health.
- Mostly do skincare before going to bed (67%) and after taking a bath in morning (64%).
- Prefer not to experiment with new products and prefer dermatologist recommendations(28%).
- Have current skin issues like Acne/Pimple(69%), Dark circle under eyes(59%) and specialized care for Acne/Pimple(64%), Dark circle(69%) and Skin brightening(77%).
- Seek practical, scientifically verified ingredients in their skincare products(67%).
- Like to wear both modern and traditional outfits, such as kurtas, tops and jeans, and office wear after applying makeup.

“Motivation for skincare and makeup: To refresh myself”

Segment 9 – E1 (Radiant realist)

*“Women mostly married and have kids and independent, follow a **structured yet practical skincare and makeup routine**. They prefer products with **natural ingredients and home remedies**, want **healthy, radiant skin** while like to wear traditional styles like **kurtas/kurtis**.”*

Demographics

Age: 18-29 yrs (11%) , 30-39 yrs (89%)

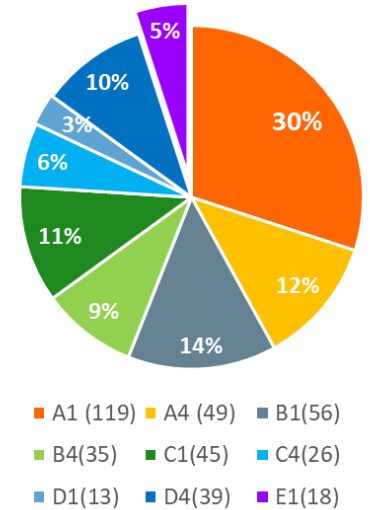
Mumbai: 50%

PG General – 56%

Full time worker- 94%

MHI: 50% (Rs 1L – 2L)

Married with kids – 89%



- Regularly use basic skincare products like face pack (100%), facewash (100%), sunscreen (94%), eyeliner/kajal (100%), lipstick (100%), mascara (100%), and foundation (94%).
- Perform almost daily skincare routine, mainly after taking a bath in the morning(89%).
- Prefer to do basic skincare but also rely on online reviews, YouTube, Instagram, and dermatologist recommendations.
- Main skincare concerns: dark circles (50%) and dark spots.(50%).
- Ideal skin goals: healthy, moisturized, and clear skin.
- Incorporate specialized care for dark circle treatment and skin brightening.
- Like both bold (red) and light (pink) lipstick shades.
- Prefer wearing traditional outfit like Kurtis after applying makeup.
- For them skincare is an essential part of their daily routine.
- Prefer to use products with natural ingredients.

“Motivation for skincare and makeup: To maintain healthy skin and it’s a part of my daily routine”



Looking forward to working with you

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