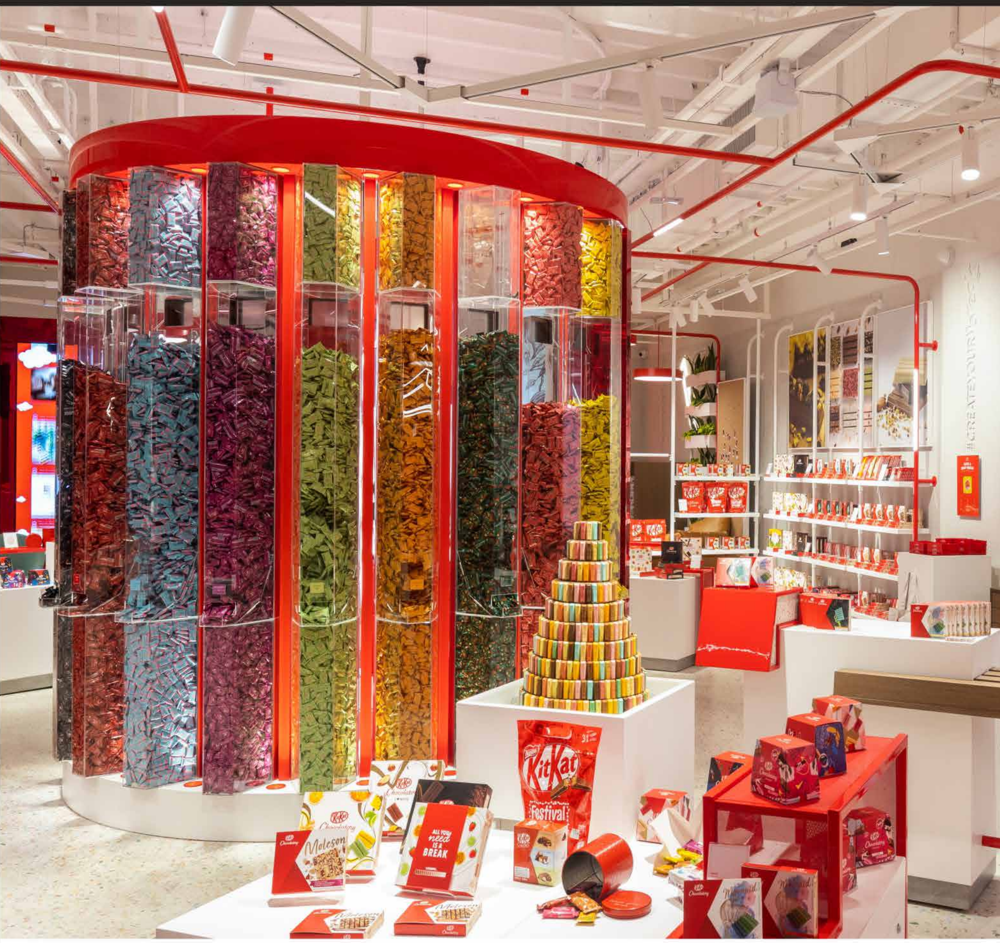
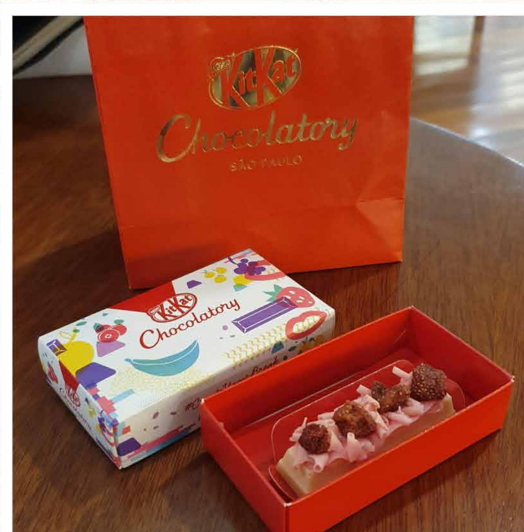
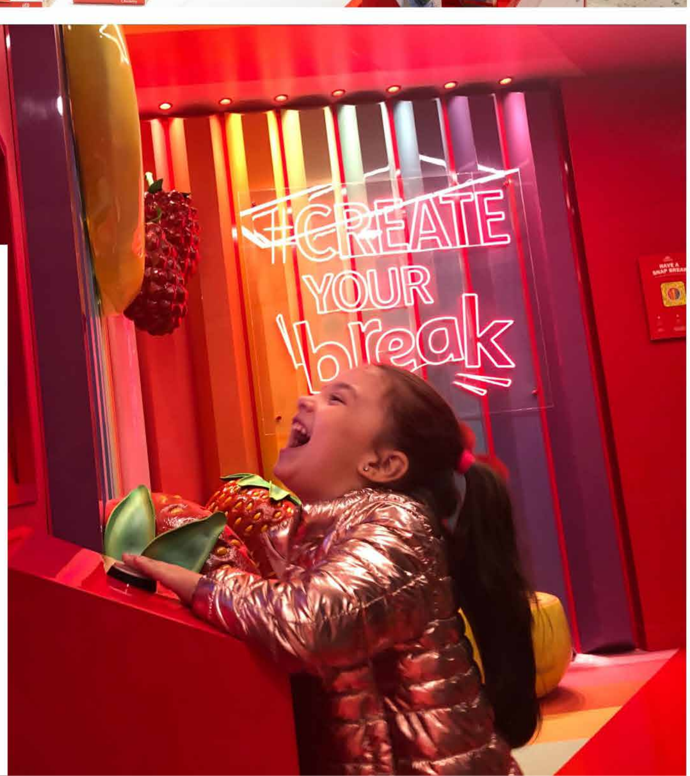
Point-of-Purchase

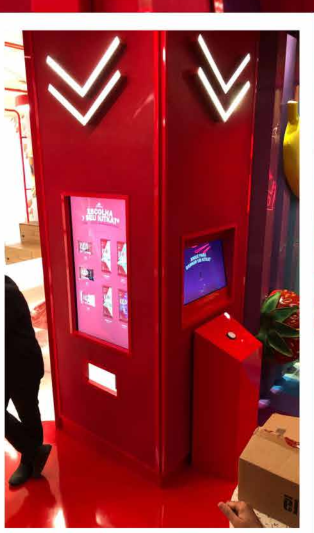
INDIA'S ONLY MAGAZINE ON SHOPPER & IN-STORE MARKETING

www.retail4growth.com info@vjmediaworks.com Rs. 100 Volume: 15 Issue: 12 July 2020



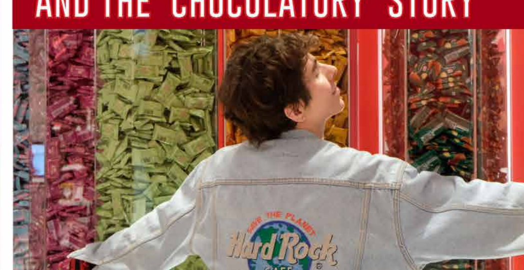






KITKAT

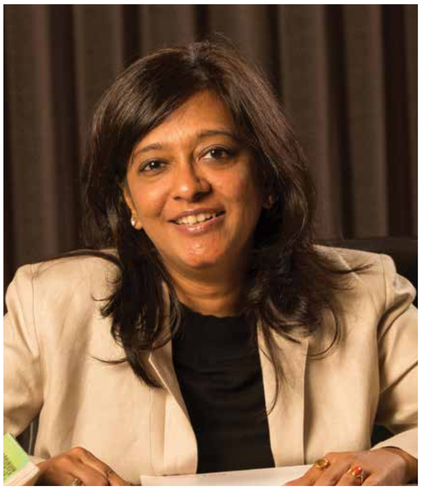
AND THE 'CHOCOLATORY' STORY



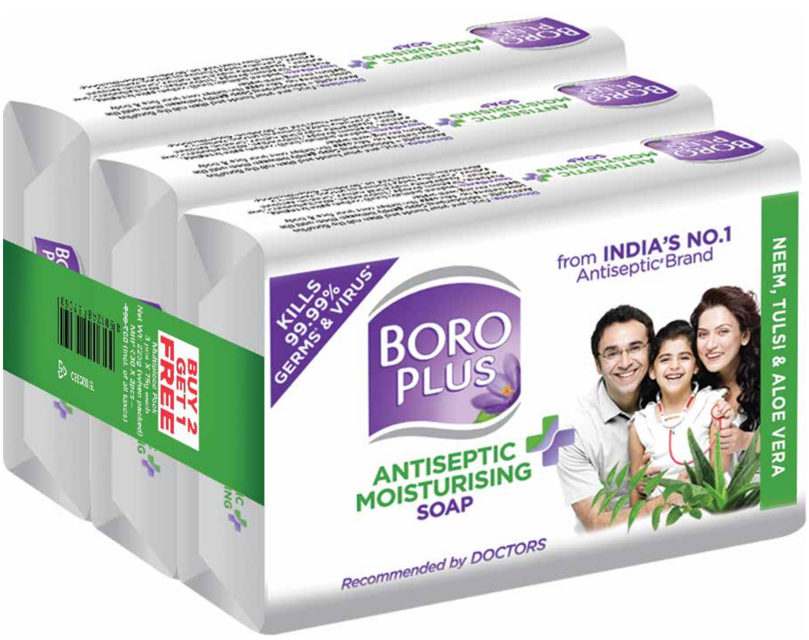
‘TRUST IS BUILT THROUGH THE BRAND COMMUNICATION’

There was one positive fallout of the sudden shift in consumer buying behavior post Covid. And that was the marked rise in demand for immunity building and hygiene products of good quality. As per a Nielsen report, the hand wash segment expanded 60% in March 2020 compared to 7% in the preceding three months. As a result, more innovative products and newer brands are entering the personal hygiene space.

FMCG major Emami Limited, after making a successful foray into the hygiene space with BoroPlus Advanced Anti-Germ Hand Sanitizer in April 2020, recently expanded its BoroPlus Hygiene Range. In a special conversation with Point of Purchase, **Priti A Sureka, Director, Emami Limited**, shares more details about this expansion, the biggest challenge for the FMCG industry today, key tips for retailers to navigate the crisis, and more.



Priti A Sureka, Director
Emami Limited



Emami Limited recently forayed into the personal hygiene space with its leading skincare brand - Boroplus. Could you explain the background to this?

As you know, BoroPlus Ayurvedic Antiseptic Cream is the No. 1 Antiseptic cream in India. Leveraging the antiseptic equity and moisturisation efficacy of the brand, we had planned to enter the personal hygiene space – a huge potential market opportunity somewhere in 2021. Given the current environment with the pandemic and increased consumer consciousness about personal hygiene, we decided to bring forward these launches to this year .

Also, through our research, we found that there were certain need gaps that consumers have with respect to the product options available. BoroPlus, rooted in its natural and Ayurvedic heritage, and delivering efficacious skincare at an affordable price, caters to those consumer needs.

With the brand's successful entry into the hygiene space, how do you plan to maintain the brand positioning and expand market opportunities?

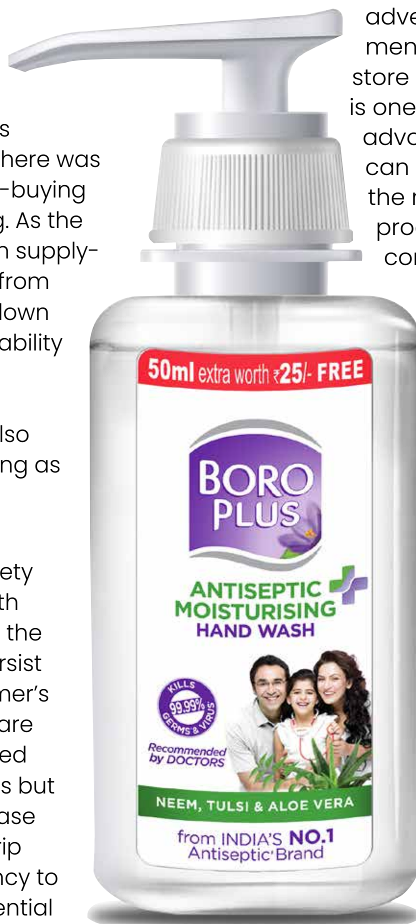
The market opportunity is huge. Soap is by far the biggest personal hygiene segment comprising nearly Rs 20,000 crore in value. Hand sanitizers, which was a much smaller market of only about Rs.100 crore last year, has exploded. While we have launched hand sanitizers, soaps and hand washes, we are looking to further expand our portfolio, entering new categories as well as innovating on current formats, so that our consumers always get the best experience.

The specific advantage that we offer consumers is the assurance of our product quality: a range that not only does the function of killing-germs but also does so without harming or drying the skin owing to its superior moisturising action. What's more, our products are priced affordably for the masses, come in varying pack sizes and are available across all distribution channels, be it traditional trade, modern trade or e-commerce.

What do you think are the biggest challenges for the FMCG industry today?

The consumer sentiment with relation to the economy is one of the biggest challenges for the FMCG industry. It makes the consumer less inclined to try new products and brands. But to overcome this barrier and to go to the next level, brands need to innovate and provide a product offering that takes care of more than just the basic needs and also inform consumers on the steps they are taking towards improving the lives of people, directly or indirectly.

Specifically in the context of shopper/consumer sentiment and behaviour, what are some of your key observations? What kind of shopper trends can we expect going forward?



Initially, when the first lockdown was announced, there was a lot of panic-buying and hoarding. As the restrictions on supply-chain eased from the 2nd lockdown onward availability was not such an issue and consumers also stopped buying as much in bulk.

However, the fear and anxiety related to both Covid-19 and the economy, persist in the consumer's mind. So, we are seeing reduced shopping trips but higher purchase volume per trip and a tendency to focus on essential purchases, as also the tendency to give up some non-essential or indulgent purchases.

Shoppers are also focusing on the brands they trust and are not compromising with substitutes owing to lack of availability. A lot of shoppers have experimented with e-commerce for the first time and we believe the contribution of the e-commerce channel to overall business will continue to go up for everyone.

Digital payment methods also have seen a growth considering a lot of people are wary of exchanging cash, in order to minimize the risk of transmission of the virus.

So what do you think brands should do at the store level to instill trust and reassurance in the post Covid shopper?

Trust is built over years and through the brand communication. It encompasses everything -from what you communicate through an advertisement to the claims mentioned on pack. At a store level, the brand visibility is one factor while retailer advocacy is another. Brands can leverage these but the most important is the product performance and consumer reviews that make or break the trust factor.

What is the role of the retailer here?

As a company with many leading brands, we are filled with gratitude towards our retail partners. The lockdown has been hard on everyone economically, but they are the ones on the frontlines, helping our brands reach millions of households, helping consumers access their requirements. I think one of the key things to focus on going forward is to be more digital-friendly and brands & retailers are scaling up their efforts in this direction.

So going forward do you also see a greater reliance on technology solutions and tech solution providers in this segment ?

Yes, absolutely. Digital penetration across all segments, from banking to entertainment and grocery delivery, has seen a huge spurt, not to mention education, fitness and medical consultations. ■

Mohit Manghani