



STAGE ONE
MARKET/USER RESEARCH

Target Users & Market Positioning

Presented by:
Hafsa Kabeer

Presented to:
Sarah Kabeer

Date:
November 19, 2024



What's in here?

Executive Summary	An overview of all of our research findings to give you an idea of what to expect through this report.
Identifying Target Audiences	We identify the primary target audiences for the products, the academy and published content.
Market Analysis	We analysed your current market and prospective market for trends and growth opportunities.
Moodboard Concept	We developed an initial mood board concept to help us kickstart your redesign initiatives.
User Personas	We made user personas to help you get to know your customers for all of your targets, which will help us decide the best marketing initiatives for your brand moving forward.





Executive Summary

The beauty and personal care industry is rapidly evolving, driven by consumer demand for high-quality products and innovative beauty solutions. Recent trends show a growing preference for home-use beauty tools, particularly in the waxing and hair removal sector, as consumers seek convenience, affordability, and salon-like results at home. Global growth is bolstered by increasing disposable incomes, heightened awareness of personal grooming, and a rise in demand for eco-friendly products.

In Pakistan and India, the beauty market is expanding significantly, fueled by a rising middle class, increased interest in personal care, and growing e-commerce platforms.

In Pakistan, beauty salons are thriving, creating opportunities for wholesale beauty products, while in India, DIY beauty trends are on the rise, particularly among budget-conscious young professionals. Both countries exhibit a growing preference for cost-effective, high-quality beauty products, with waxing devices gaining traction among consumers seeking alternatives to traditional methods.

On a global scale, the demand for at-home beauty treatments, particularly waxing, continues to rise, with North America, Europe, and Asia-Pacific leading the charge. In these regions, the increasing use of e-commerce and the appeal of non-invasive, long-lasting beauty solutions are key drivers of growth. Additionally, the shift towards sustainability in beauty product offerings is influencing consumer purchasing decisions, as eco-conscious buyers favor brands with biodegradable packaging and natural ingredients.



Identifying Target Audiences

ACADEMY

Aspiring Beauticians

- **Demographics:**
 - Age: 18–35 years.
 - Gender: Predominantly female.
 - Location: Pakistan and India, expanding to tier-2 cities with fewer professional training options.
 - Income: Low-to-middle income, willing to invest in career-enhancing courses.
- **Psychographics:**
 - Motivations:
 - Desire to gain certifications that open doors to salon jobs or self-employment.
 - Preference for hands-on training in beauty techniques.
 - Challenges:
 - Concerns about affordability and accessibility of classes.
 - Need for reassurance that the certification is credible and valuable.

PUBLISHING

Aspiring Beauticians & Beauty Students

- **Demographics:**
 - Age: 18–35 years.
 - Gender: Predominantly female, with an inclusive market for male learners.
 - Location: Pakistan and India, targeting beauty equipment stores or online platforms.
 - Income: Low-to-middle income, seeking cost-effective learning tools.
- **Psychographics:**
 - Motivations:
 - Career advancement in the beauty industry.
 - Access to knowledge from an established brand.
 - Interest in structured, affordable educational resources.
 - Challenges:
 - Lack of awareness about the book's availability.
 - Limited disposable income for education resources.

MARKETING STRATEGIES

- Offer affordable pricing or scholarships for students from underprivileged backgrounds.
- Highlight success stories of past students who found employment after completing your course.
- Partner with salons to create direct job placement opportunities.
- Advertise on social media platforms where young audiences spend time (e.g., Instagram, TikTok).
- Host free introductory webinars or workshops to demonstrate the quality of your courses.

MARKETING STRATEGIES

- Partner with beauty schools or academies to promote the book as part of their curriculum.
- Distribute the book to beauty equipment retailers where professionals shop.
- Emphasize certifications and practical skills learners can gain by applying the book's teachings.
- Use online advertising targeting young learners in Pakistan and India.
- Provide sample chapters or a sneak peek to entice potential buyers.



Identifying Target Audiences

PRODUCT

Salon Owners & Beauticians

- **Demographics:**
 - Age: 25–50 years.
 - Gender: Predominantly female, but male salon owners might also be interested as the male grooming industry is growing. ([sourceA](#), [sourceB](#), [sourceC](#))
 - Income level: Mid-to-high income, as they invest in professional beauty equipment.
 - Location: Urban and semi-urban areas in Pakistan and India where beauty services are common.
 - Lahore, Faisalabad, Karachi, Islamabad
 - Chennai, Mumbai, Kolkata
- **Psychographics:**
 - Motivations:
 - Desire to upgrade their equipment to deliver higher-quality services.
 - Focus on customer satisfaction and efficiency in their business operations.
 - Challenges:
 - Budget constraints for purchasing high-end machinery.
 - Scepticism about durability or quality without clear guarantees or customer reviews.

Home Waxing Customers

- **Demographics:**
 - Age: 14–50 years.
 - Gender: Predominantly female, with a potential secondary audience of men exploring at-home grooming.
 - Income level: Lower-middle class, Middle-class and some Middle-upper class.
 - Location: Worldwide, with a focus on markets where at-home beauty treatments are popular.
 - US, China, Middle East, South Asia, UK
- **Psychographics:**
 - Motivations:
 - Convenience of at-home waxing solutions.
 - Affordability compared to salon visits.
 - Focus on safe and effective beauty solutions.
 - Challenges:
 - Uncertainty about how to use wax products.
 - Concerns about skin irritation or product quality.

MARKETING STRATEGIES

- Showcase testimonials from existing salon clients.
- Highlight the durability and cost-effectiveness of your machinery.
- Offer financing options or payment plans for expensive machinery to attract smaller businesses.
- Include warranties and after-sales service guarantees.
- Attend or sponsor beauty expos to reach salon professionals directly.
- Create how-to guides or video tutorials to educate consumers.
- Emphasize skin-safe, hypoallergenic ingredients in your marketing.
- Use relatable messaging about empowering self-care routines.
- Offer promotional packs (e.g., wax beads + applicators).
- Partner with beauty influencers to demonstrate product use.

GENERAL INSIGHTS

- **Language Adaptation:**
 - Urdu and Hindi: Essential for Pakistan and India to connect with local audiences.
 - English: Crucial for international markets, particularly for wax products and educational materials.
- **Cultural Considerations:**
 - Tailor your messaging to highlight how beauty services align with local cultural norms, like wedding and festive grooming traditions.
- **Digital Presence:**
 - Build a strong e-commerce platform to sell wax products and books globally.
 - Use localized SEO strategies to appear in searches related to beauty training and equipment in Pakistan and India.
- **Bundling Offers:**
 - Provide package deals (e.g., a bundle of the book + a discounted class enrollment or wax products + beginner tools for salons).
- **Feedback Loops:**
 - Regularly gather feedback from each audience segment to refine products, courses, and marketing efforts.

Market Analysis - Pakistan

PAKISTAN

- **Market Growth:** In 2024, Pakistan's beauty and personal care market is projected to generate approximately US\$4.96 billion, with an expected annual growth rate of 2.20% from 2024 to 2029. ([Statista](#))
- **Natural and Organic Products:** There's a rising demand for **natural and organic beauty products**, as consumers become more health-conscious and seek products free from harmful chemicals. ([Euromonitor](#))
- **E-commerce Expansion:** The growth of online retailing is making beauty products more accessible, especially in urban areas, contributing to market expansion.
- **Skincare Focus:** In Pakistan, skincare, particularly for youthful and healthy skin, is a major market segment. Products **targeting acne, pigmentation, and other skin conditions** are in high demand. There is also **growing awareness of sun protection** with a rise in the popularity of sunscreens. ([Mintel](#))
- **Beauty Apps and Digital Influence:** Similar to India, Pakistani consumers are **increasingly turning to digital channels for beauty-related purchases** and advice. Social media influencers and beauty bloggers play a significant role in shaping consumer decisions, making digital marketing a key strategy for brands. ([Mintel](#))
- **Interest in DIY and Homemade Products:** In Pakistan, there's an increasing interest in **DIY beauty routines**, with many consumers seeking out **homemade skincare solutions** and **organic beauty recipes**. This trend aligns with the broader preference for natural and effective products. ([Mintel](#))

Market Analysis - India

INDIA

- **Market Expansion:** India's beauty industry is rapidly growing, with forecasts indicating the cosmetics sector will reach a value of \$100.3 billion in 2024, experiencing a CAGR of 2.4% from 2024 to 2028. ([CosmoProf](#))
- **Digital Transformation:** Brands are increasingly adopting digital platforms to reach a broader audience. For instance, Chanel launched an e-commerce platform in India to cater to clients beyond metro cities, reflecting the country's growing e-commerce market. ([Vogue Business](#))
- **Sustainability and Inclusivity:** There's a growing emphasis on sustainable practices and inclusive product ranges, with brands offering eco-friendly packaging and products catering to diverse skin tones and types.
- **Demand for Organic and Vegan Products:** There's a growing shift towards natural, organic, and vegan beauty products as consumers become more conscious of ingredient safety and sustainability. This trend is part of a broader global movement toward "clean beauty" and is especially evident in skincare and hair care products ([Mintel](#)) ([IMARC](#))
- **Ayurveda and Traditional Ingredients:** Ayurvedic formulations continue to gain traction in India. These products, which often tout healing properties derived from plants and herbs, have integrated modern scientific research, making them appealing to both traditional and younger, more wellness-conscious consumers ([Mintel](#))
- **Online Shopping Surge:** The pandemic accelerated the shift towards online shopping, and this trend is still strong. E-commerce platforms have become primary channels for purchasing beauty and personal care items, making it critical for brands to invest in digital marketing and online customer experiences ([IMARC](#))
- **Men's Grooming Market Growth:** The men's grooming market in India has witnessed significant growth, with products such as skincare, shaving, and hair care designed specifically for men becoming increasingly popular ([IMARC](#))

Market Analysis - Global

GLOBAL MARKET

- The global market for home-use beauty devices, including tools like wax warmers, has seen significant growth in recent years and is projected to continue expanding. The market size is expected to grow from \$16.11 billion in 2023 to \$20.78 billion in 2024, with a compound annual growth rate (CAGR) of 29.0%. By 2028, the market is projected to reach \$57.73 billion ([MarkWide Research](#)) ([The Business Research Company](#))
- This growth is being driven by several factors, including **increased consumer interest in personal wellness**, the **rising prevalence of skin problems**, and the **influence of marketing and media**. Consumers are increasingly seeking at-home beauty solutions that are safe, effective, and cost-efficient. Tools such as hair removal devices, facial cleansing systems, and anti-aging gadgets are becoming more accessible, especially through e-commerce platforms. ([MarkWide Research](#))
- Technological advancements are also playing a role, particularly with the introduction of devices that utilize intense pulsed light (IPL) technology for pain-free hair removal and skin rejuvenation. ([The Business Research Company](#))
- As more people become aware of the benefits of at-home beauty devices, including their ease of use and effectiveness, demand is expected to keep rising.
- Additionally, emerging markets, male grooming, and the shift toward **eco-friendly and customizable products are also contributing to the growth**. Companies in the market are focusing on innovation, customer personalization, and leveraging smart technologies to stay competitive. ([MarkWide Research](#)) ([The Business Research Company](#))
- **North America (USA and Canada):** North America holds a significant share of the home-use beauty tools market, especially for hair removal products like waxing devices. The high disposable income, growing interest in personal grooming, and awareness of **advanced skincare solutions** contribute to the market's expansion. Additionally, the increasing popularity of at-home beauty treatments due to convenience and cost-effectiveness fuels growth. The region is also seeing rising demand for waxing and light-based hair removal devices, as consumers are increasingly looking for **non-invasive, long-term alternatives to shaving**. ([P&S Intelligence](#))
- **Asia-Pacific (India, China, Japan, South Korea):** The Asia-Pacific region is the fastest-growing market for home-use beauty devices, with a remarkable CAGR projected for the coming years. Countries like India and China are leading this growth due to the increasing middle-class population, rising disposable income, and **growing awareness of beauty and personal care products**. In India, DIY beauty treatments, including hair removal, are gaining popularity, with consumers seeking effective yet affordable solutions. The demand is further bolstered by the region's cultural focus on personal grooming and skin care. ([P&S Intelligence](#)) ([The Business Research Company](#))
- **Europe (Germany, UK, France):** Europe, particularly in countries like Germany, the UK, and France, has seen steady growth in the home-use beauty tools market. The increasing interest in at-home beauty treatments and a **rising preference for sustainable and eco-friendly beauty products** are key drivers. The European market has a robust demand for **high-quality and innovative products**, including waxing tools, as many consumers prefer **salon-quality results at home**. Furthermore, trends such as the growing popularity of **organic and natural beauty products** have influenced product offerings in these regions. ([P&S Intelligence](#))
- **Middle East and Africa:** The Middle East and North Africa (MENA) region has been increasingly receptive to home-use beauty tools, especially due to cultural factors where **beauty treatments are an essential part of personal care**. The demand for hair removal devices like wax strips and waxing kits is growing as consumers seek more affordable and convenient alternatives to salon treatments. In these regions, the rise of e-commerce platforms is also making these products more accessible. ([The Business Research Company](#))

MOODBOARD



User Personas - Academy



Amna Siddiqui

Age: 22

Location: Karachi, Pakistan

Education: Completed high school

Occupation: Part-time makeup artist (informal)

Income: Low-to-middle income

Background:

Amna has always been passionate about beauty and makeup. She started doing informal makeup gigs for friends and family during weddings but lacks formal training. She dreams of becoming a certified beautician to secure a stable job at a salon or even start her own small business.

SKILLS

Detail-oriented

Organisation

Independence

Creativity

PERSONALITY

Motivated

Curious

Focused

Extroverted

Motivations:

- Earn a certificate that enhances her credibility.
- Learn practical techniques from professionals.
- Build her confidence to work in high-end salons or as a freelancer.

Challenges:

- Limited budget for educational courses.
- Fear of not getting enough hands-on practice.
- Unsure if the course certification will truly help her career.



Noor Fatima

Age: 19

Location: Lahore, Pakistan

Education: High-school graduate

Occupation: Unemployed, aspiring entrepreneur

Income: Low income, supported by family

Background:

Noor has always dreamed of running her own beauty salon. She follows beauty influencers and watches tutorials online but realizes she needs formal training to build her skills and credibility. Noor wants to take the live course to gain a certificate and attract clients to her future business.

SKILLS

Detail-oriented

Organisation

Independence

Creativity

PERSONALITY

Motivated

Curious

Focused

Extroverted

Motivations:

- Learn advanced beauty techniques and trends.
- Gain certification to prove her qualifications.
- Understand how to run a beauty business efficiently.

Challenges:

- Convincing her family to invest in her course fees.
- Finding a course that teaches both skills and business basics.
- Overcoming her lack of professional experience.



Pooja Sharma

Age: 35

Location: Jaipur, India

Education: High-school graduate

Occupation: Homemaker

Income: Supported by her husband's middle-class salary

Background:

Mehwish has been a homemaker for over a decade, dedicating her time to raising her children and managing household chores. Now that her kids are older and more independent, Mehwish feels restless and wants to focus on herself. She has always loved beauty and skincare but never pursued it professionally. She sees enrolling in the course as a way to rekindle her passion, build her confidence, and earn some income on the side by offering services at home or in her community.

Motivations:

- Develop a professional skill that aligns with her interests.
- Gain confidence and independence by starting her own home-based beauty service.
- Connect with other women and build a supportive network.

Challenges:

- Balancing her household responsibilities with a new learning commitment.
- Convincing her family of the value of investing in her education.
- Overcoming her apprehension about learning new techniques at her age.

SKILLS

Detail-oriented

Organisation

Independence

Creativity

PERSONALITY

Motivated

Curious

Focused

Extroverted

User Personas - Product



Alia Ahmed

Age: 40

Location: Islamabad, Pakistan

Education: Bachelor's degree in BA

Occupation: Owner of a mid-sized beauty salon

Income: Middle-to-high income

Background:

Alia has been running her salon for over 10 years, catering to a loyal clientele. She is always looking for high-quality beauty machinery and products to deliver exceptional service and attract more customers. Alia is particularly interested in products that are reliable, durable, and cost-effective. With waxing services being one of her salon's most requested treatments, she's eager to explore new retail wax products to improve efficiency and customer satisfaction.

SKILLS

Detail-oriented

Organisation

Independence

Creativity

PERSONALITY

Motivated

Curious

Focused

Extroverted

Motivations:

- Use premium-quality beauty machinery to maintain her salon's reputation.
- Save costs by sourcing affordable yet reliable products.
- Stay updated with the latest beauty trends to remain competitive.

Challenges:

- Finding products that meet her high standards without breaking the bank.
- Navigating an oversaturated market to identify genuinely effective products.
- Ensuring quick delivery and consistent availability of stock.



Priya Jain

Age: 28

Location: Mumbai, India

Education: Bachelor's degree in Graphic Design

Occupation: Graphic Designer

Income: Middle income

Background:

Priya is a young professional who loves beauty and skincare. She prefers doing beauty treatments at home to save money and enjoys experimenting with new products. She's excited to try high-quality retail wax products like wax beads that offer salon-like results without leaving her house. Priya is also eco-conscious and appreciates products with sustainable packaging.

SKILLS

Detail-oriented

Organisation

Independence

Creativity

PERSONALITY

Motivated

Curious

Focused

Extroverted

Motivations:

- Achieve professional results at home without spending a lot.
- Use products that are easy to apply and safe for sensitive skin.
- Support brands that prioritize sustainability and transparency.

Challenges:

- Finding products that balance quality and affordability.
- Avoiding products with harsh chemicals or poor usability.
- Making informed choices without prior experience using professional-grade products.

User Personas - Product



Fatima Sheikh

Age: 33

Location: Lahore, Pakistan

Education: Master's degree in Supply Chain Management

Occupation: Distributor for beauty salons and retail stores

Income: High income

Background:

Fatima is a beauty equipment distributor who works with both salons and retail stores across Pakistan. She's always scouting for innovative and reliable products to add to her catalog. She's particularly interested in retail wax products, as she's noticed an increasing demand for them among salons and individual customers. Fatima values strong relationships with suppliers who ensure quality, timely delivery, and competitive pricing.

SKILLS

Detail-oriented

Organisation

Independence

Creativity

PERSONALITY

Motivated

Curious

Focused

Extroverted

Motivations:

- Expand her product line to meet growing market demands.
- Build trust with her clients by providing high-quality and effective products.
- Maintain a profitable business with consistent supplier relationships.

Challenges:

- Managing inventory for fast-moving products while avoiding overstock.
- Ensuring products meet safety and quality standards.
- Competing with other distributors offering similar products.



Rohan Kapoor

Age: 37

Location: Delhi, India

Education: Diploma in Hair & Beauty Management

Occupation: Owner of a premium men's grooming salon

Income: High income

Background:

Rohan runs a successful men's grooming salon catering to professionals who value high-quality services and products. His salon offers everything from haircuts and shaves to skincare and waxing services, which have grown increasingly popular among male clients. Rohan is interested in sourcing products specifically designed for men, such as wax beads with mild formulations suitable for sensitive skin.

SKILLS

Detail-oriented

Organisation

Independence

Creativity

PERSONALITY

Motivated

Curious

Focused

Extroverted

Motivations:

- Offer premium-quality products that enhance the salon experience.
- Attract a growing male clientele interested in skincare and grooming.
- Use products that are effective and cater to sensitive or coarse hair types.

Challenges:

- Finding products marketed specifically for men's grooming needs.
- Balancing high quality with affordability to maintain profitability.
- Staying ahead of trends in the men's grooming industry.

User Personas - Publishing



Sana Malik

Age: 24

Location: Karachi, Pakistan

Education: High-school graduate

Occupation: Beautician trainee and part-time receptionist

Income: Low-to-middle income

Background:

Sana dreams of becoming a professional beautician and owning her own salon someday. She has just started her training at a local beauty academy and is eager to learn everything she can about beauty techniques and the science behind them. She views the book as an affordable and valuable resource to complement her training and gain practical insights into the beauty industry.

SKILLS

Detail-oriented

Organisation

Independence

Creativity

PERSONALITY

Motivated

Curious

Focused

Extroverted

Motivations:

- Build confidence in her technical skills through a structured guide.
- Learn advanced techniques to stand out in her future career.
- Access affordable resources to support her education.

Challenges:

- Limited budget for educational materials.
- Balancing her studies with her part-time job.



Radhika Sharma

Age: 42

Location: Mumbai, India

Education: Diploma in Cosmetology

Occupation: Senior trainer at a renowned beauty academy

Income: High income

Background:

Radhika has over 15 years of experience in the beauty industry and trains students in cosmetology and skincare. She's always on the lookout for reliable educational materials to recommend to her students or to use as teaching aids. She values books that combine theoretical knowledge with practical guidance.

SKILLS

Detail-oriented

Organisation

Independence

Creativity

PERSONALITY

Motivated

Curious

Focused

Extroverted

Motivations:

- Find up-to-date materials aligned with current industry standards.
- Help her students by recommending well-structured and credible resources.
- Enrich her own knowledge to remain at the top of her field.

Challenges:

- Identifying books that meet professional teaching requirements.
- Finding books in Hindi/Urdu for better accessibility for her students.



Asif Ali

Age: 30

Location: Lahore, Pakistan

Education: Bachelor's degree in Business Administration

Occupation: Owner of a beauty equipment store

Income: Middle-to-high income

Background:

Asif runs a successful store that sells beauty equipment and educational materials for salons and academies. He's constantly searching for books that appeal to aspiring beauticians and professionals. He understands the market and knows that an affordable and practical book will attract both academy trainers and students.

Motivations:

- Offer a diverse range of educational materials in his store.
- Build strong relationships with academies and students.
- Stay competitive by stocking high-demand resources.

Challenges:

- Managing inventory and predicting demand for educational books.
- Balancing affordability with quality when selecting stock.

SKILLS

Detail-oriented

Organisation

Independence

Creativity

PERSONALITY

Motivated

Curious

Focused

Extroverted



What's next?

Stage 2: Competitor Analysis

Next, we're going to take a good look at all of your competitors from various markets. We're going to dive into not only their business practices, but also their design and marketing initiatives and campaigns, to see what they're doing well - but more importantly - to see what you can do better!



Any questions? We'd love to hear them.

Email
hafsaformuladesign@gmail.com

Phone
(437) 973-8521

