

Janhavi Jadhav

WDM02

SHIVAM OMAR SIR

MUMBAI



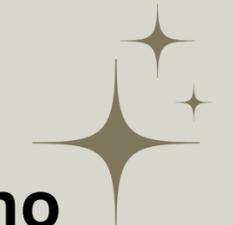
QUESTION

Choose a well-known company and discuss how market research might have played a crucial role in its success. Include specific examples of how the company utilised market research to make informed decisions.

Founded	2015
Founders	Vineeta Singh and Kaushik Mukherje
Service Area	Primarily India, also available in UAE, USA, and other international markets
Core Service	Beauty and personal care product manufacturing and retail
Product Range	Lipsticks, foundations, eyeliners, mascaras, concealers, skincare, etc.
Technology Used	Digital-first approach, AI-driven analytics, e-commerce integration, CRM tools
Competitive Edge	Indian skin tone focus, cruelty-free, bold branding, digital marketing, influencer-driven
Funding	Raised over \$85 million from investors like Elevation Capital, A91 Partners, etc.



STORY OF ESTABLISHMENT



Sugar Cosmetics was founded in 2015 by Vineeta Singh and Kaushik Mukherjee, who noticed a gap in the Indian beauty market. Most international brands didn't offer shades and products suited to Indian skin tones or weather conditions.

Vineeta, an IIT and IIM graduate, wanted to create a bold, modern, and edgy beauty brand that represented the independent Indian woman. With limited resources but a strong vision, the duo started Sugar as a digital-first brand, selling online before moving into retail stores.

They focused on:

- **High-performance products for Indian skin**
- **Vegan and cruelty-free formulas**
- **Trendy packaging and strong social media presence**

Despite initial challenges, their deep market research, influencer marketing, and direct-to-consumer model helped them build a loyal customer base. Today, Sugar is one of India's fastest-growing cosmetics brands, available in over 45,000 retail outlets and across multiple countries.



HOW MARKET RESEARCH PLAYED A CRUCIAL ROLE IN SUGAR

COSMETICS

Identifying Market Gaps and Target Audience

Sugar created matte lipsticks, long-lasting foundations, and smudge-proof eyeliners specifically designed for Indian weather and skin types. Their popular "Matte As Hell" lip crayon is a direct result of this research.

Understanding Consumer Preferences via Digital Analytics

They launched trendy and edgy packaging and ran influencer campaigns that matched this bold brand image, making them stand out from traditional brands.

Testing New Products via E-commerce First

Products with high online engagement were expanded into retail stores, reducing risk and ensuring physical stores only stocked bestsellers.

Using Feedback Loops for Product Innovation

They launched products in response to demand, like customizable makeup kits and new shade extensions, keeping them relevant in a fast-changing market.

Regional and Cultural Insights

They tailored regional marketing and inventory accordingly, increasing local relevance and improving conversion rate

WHY DID YOU CHOOSE THIS PRODUCT/SERVICE



I chose this product from Sugar Cosmetics because it is specially designed for Indian skin tones, offers long-lasting wear, and is cruelty-free. The brand's modern, bold image and high-quality, affordable products make it a perfect fit for my beauty needs.



◆ HOW DID YOU FIRST HEAR ABOUT THE COMPANY/PRODUCTS?

I first heard about Sugar Cosmetics through social media platforms like Instagram and YouTube, where beauty influencers were reviewing their products. The bold packaging and positive reviews caught my attention, leading me to explore the brand further.



PRODUCTS IMAGES





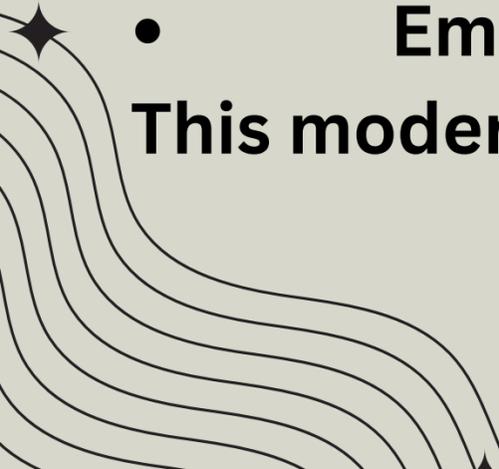
ANALYSIS OF THE MARKETING STRATEGY AND TECHNIQUE THEY HAVE USED ?



Sugar Cosmetics uses a strong digital-first marketing strategy focused on young, bold Indian consumers. The brand relies heavily on social media marketing, influencer collaborations, and content-driven campaigns to build brand awareness and trust. Their strategy includes:

- **Influencer Marketing to reach beauty-conscious youth.**
- **Social Media Engagement with bold visuals and tutorials.**
- **Direct-to-Consumer (D2C) Model through their website and app.**
- **Data-Driven Personalization to improve products and customer experience.**
- **Empowering Brand Messaging that appeals to confident, independent women.**

This modern and customer-focused approach has helped Sugar stand out in a competitive market.



THANK YOU

HAPPY SHOPPING

