

NYKAA

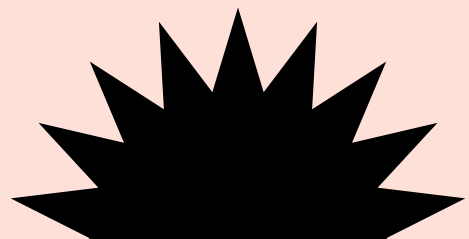
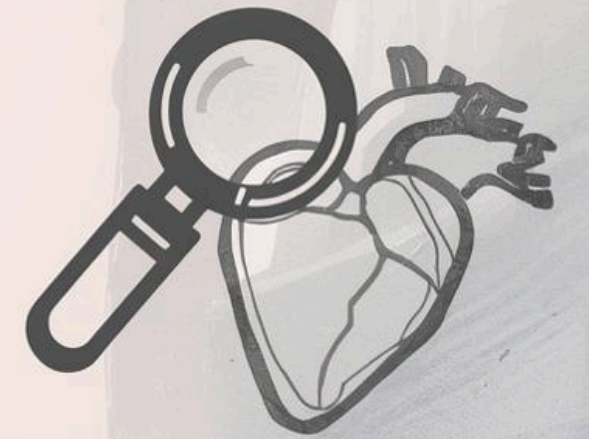
Nykaa Buyer Persona



Introduction NYKAA

Understanding Nykaa's Customers for Better Engagement and Strategies

The typical Nykaa buyer is a digitally savvy, beauty-conscious consumer who values convenience, authenticity, and trusted product recommendations. They actively explore new trends, rely on reviews and influencers, and seek a seamless shopping experience across online and offline channels. Focused on self-care and personal expression, they prefer curated options, genuine products, and brands that align with their lifestyle and values.



Demographic Characteristics

Age

18 years to 35 years (mainly 19 years to 29 years)



Gender

Any (Primarily female)



Location

Tier 1 and Tier 2 Cities (Eg: Mumbai Delhi, Bangalore, Hyderabad etc)



Education

College Students, graduates or early Working Professionals.



Lifestyle, Background, and Interests

- ✓Lives a modern, busy lifestyle
- ✓Trend aware Urban women



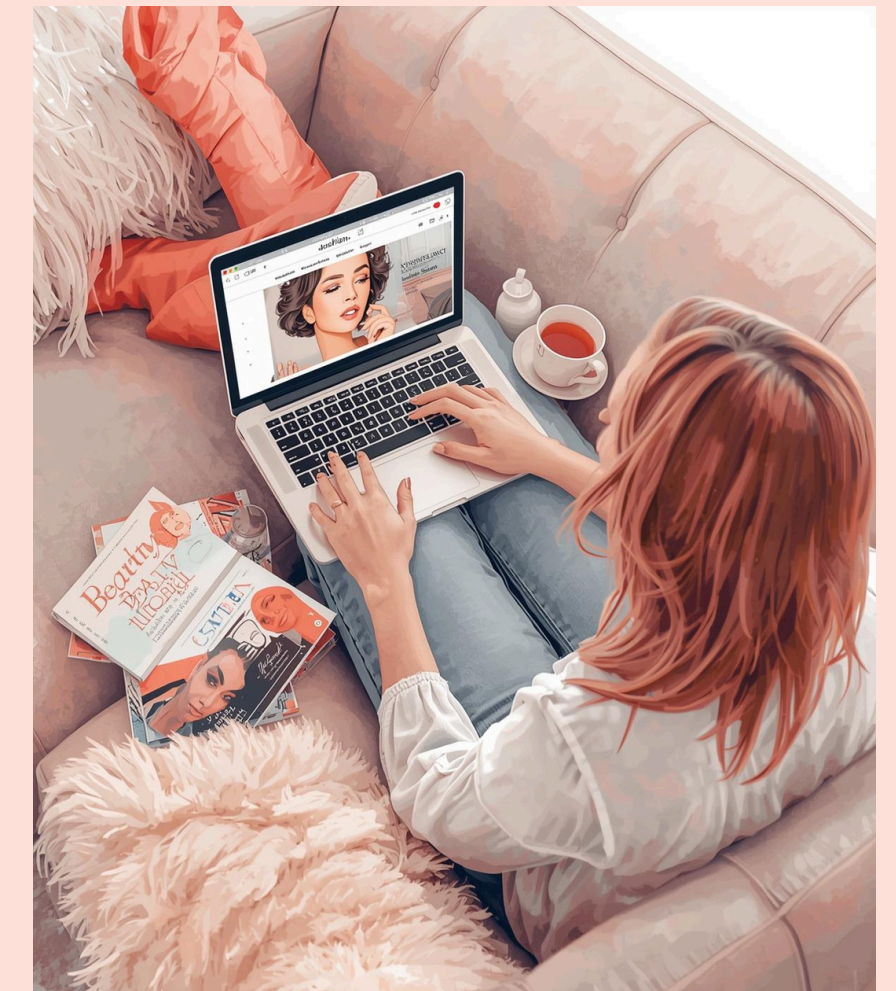
- ✓ Urban beauty seeker
- ✓Engages in Self-care



- ✓loves fashion, beauty, wellness and grooming
- ✓ Goes to Cafes, movies and Enjoys online content.



- ✓Sees beauty as Power.
- ✓active Social life



Psychographic Traits

[Mindset and Attitude]

Personality

:Trend driven, expressive, social, curious and likes trying new products.
Confident, self obsessed, image conscious.

Interests

Makeup, skincare, Haircare, fashion, styling accessories.
Loves Influencer content & beauty bags



Values

- ↳ Prefer Quality over Quantity
- ↳ Transparency about ingredients
- ↳ Quality and Safety.
- ↳ Cruelty-free brands.
- ↳ Convenience and reliable.

Online and Digital Behaviour (where customers spend time)

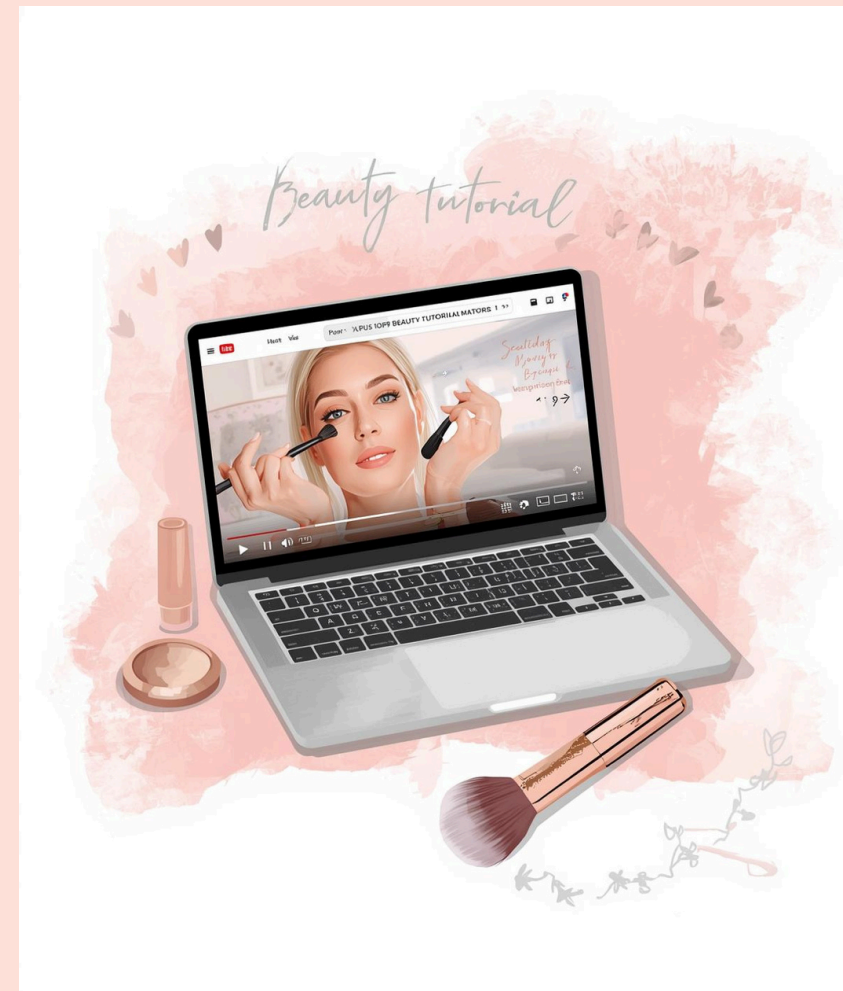
Instagram

Active platform for beauty inspiration and trends



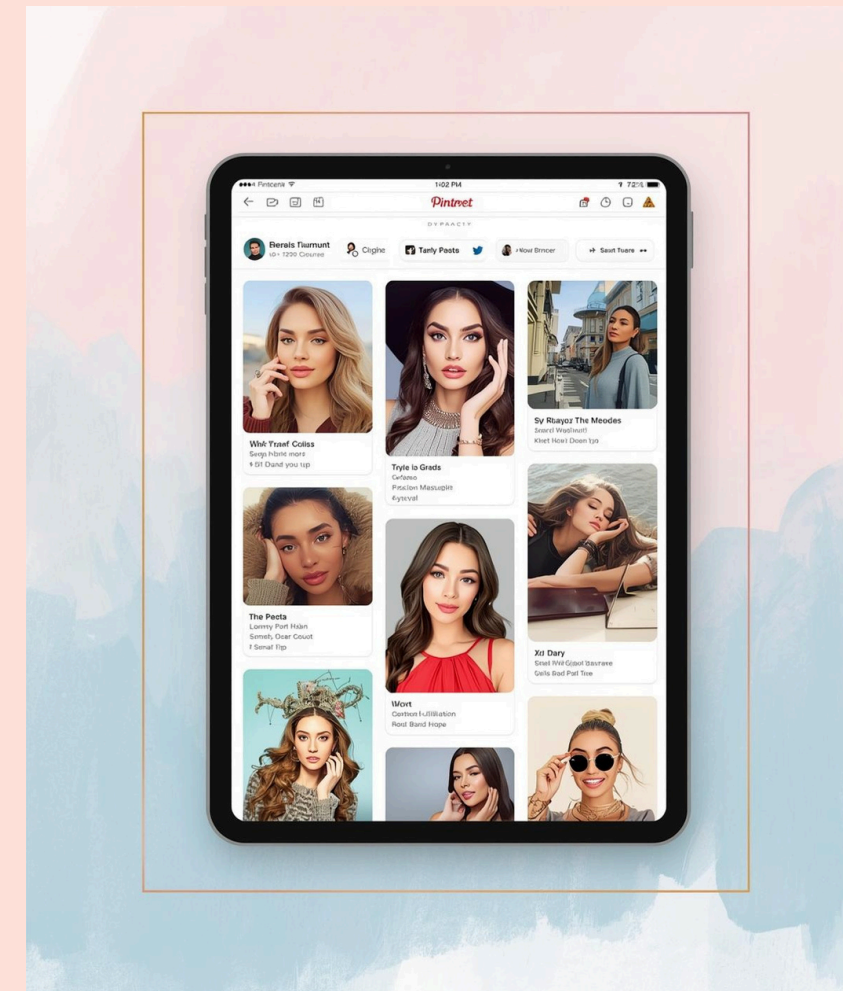
YouTube

Hub for tutorials and product reviews



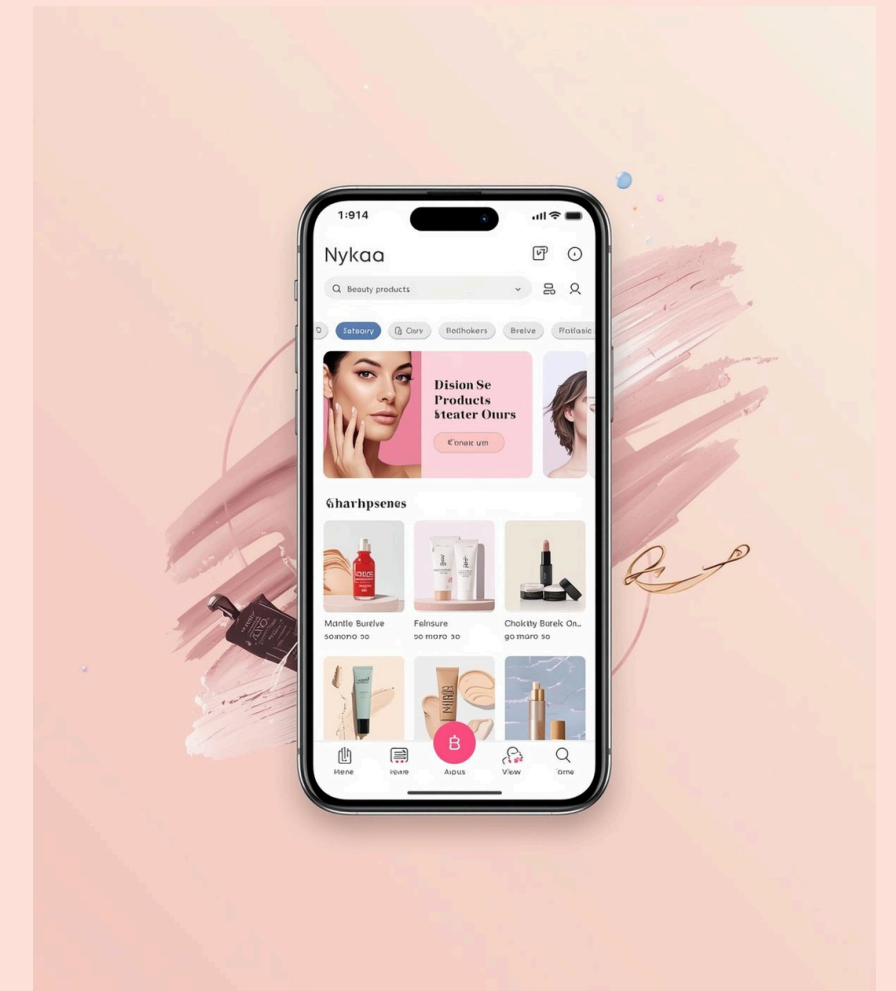
Pinterest

Source for ideas and inspiration boards



Nykaa App

Seamless shopping and browsing experience



Shopping Behavior

[Across all Nykaa Categories]

✓Decision making Style:

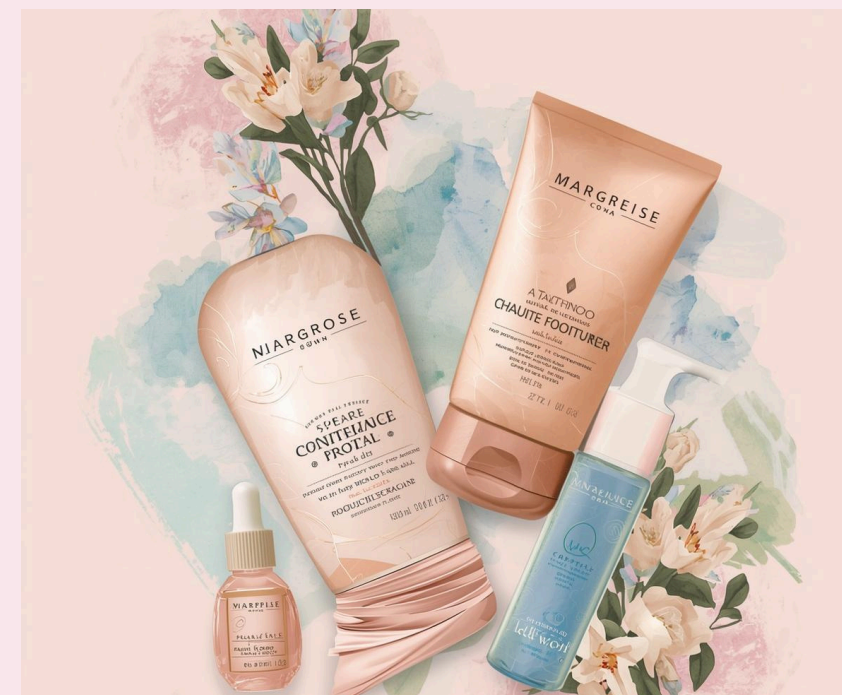
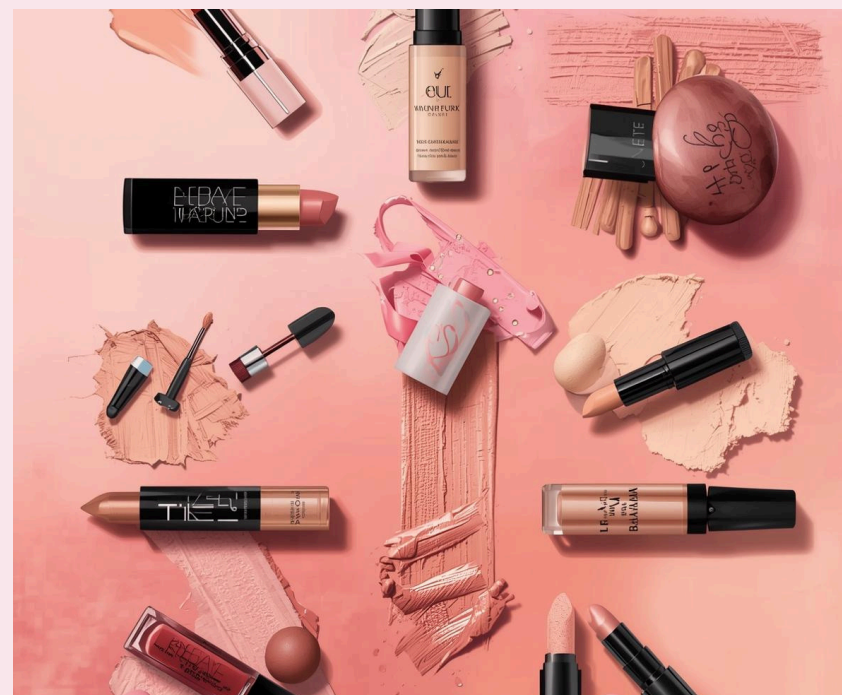
- ↳ Read reviews, check ingredients and Product Suitability.
- ↳ Compare Similar Products

- ↳ Watches shades, swatches and tutorials
- ↳ Prefer app shopping for the Convenience

✓Common Purchases

Skincare: Serums, Moisturizers, Sunscreen, Cleansers, Toners, Lipbalms, etc
Makeup: Lipsticks, foundations, Concealers, Blush, Primer, Contour, etc

Haircare: Shampoos, Hair Masks, Conditioners, Serums, Hair Spray, etc
Bath & Body Products, Perfumes, Fashion, etc



Goals & Motivations

Functional goals

- Find effective Products suitable for skin, face, body and hairs.
- Build a routine that works
- Access to International and Indian Brands easily.
- Convenient doorstep delivery



✓ Emotional Motivations

- Feel Confident, Polished and expressive.
- Being part of Social Media, trends and Online beauty Culture.
- Show Self-love through selfcare

Common Customer Challenges

Decision Fatigue

Too many choices create a difficulty in taking decision



Finding Shade

Struggling to choose the right product shade and match



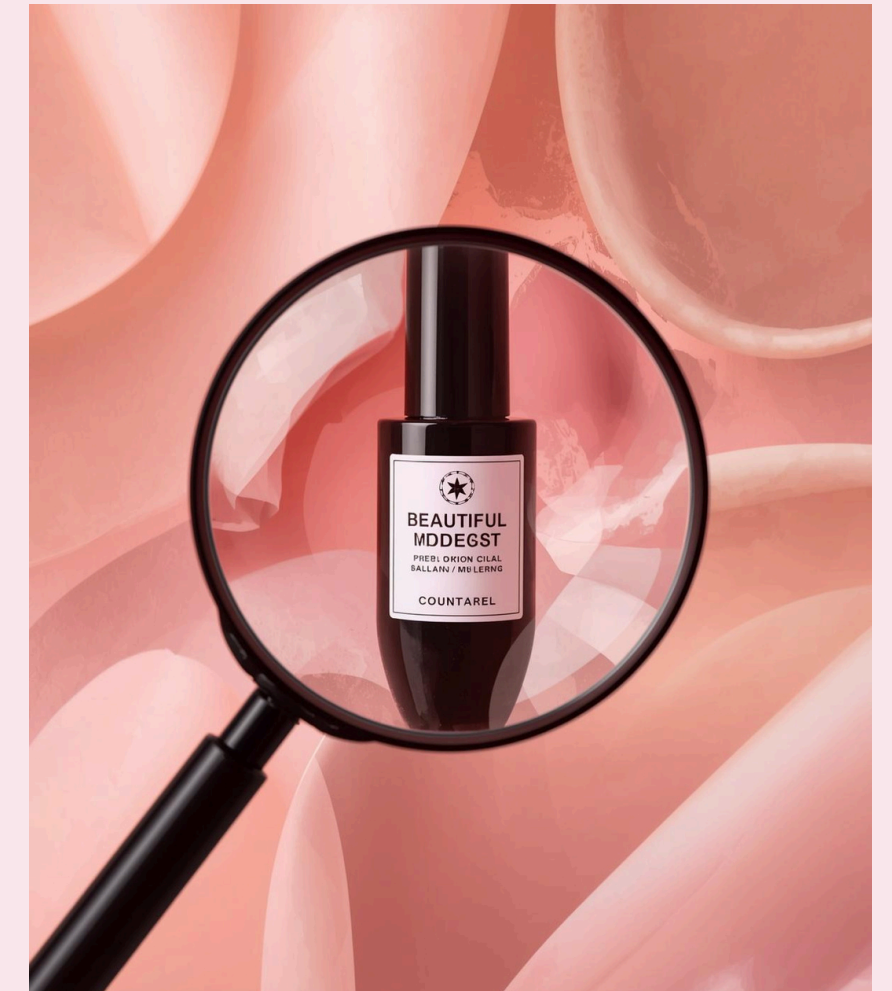
Conflicting Advice

Confusion created by conflicting advices from influencers



Fake Products

worried about fake or low quality Products on other Platforms



Customer Expectations from Nykaa

Trust

100% Genuine products with honest reviews



Guidance

clear ingredients breakdowns, beginner-friendly tips



Personalization

Recommendations based On Skintype, tone, Concerns



Convenience

Fast delivery, easy checkout
Smooth returns



Summary of Nykaa's Customer Avatar



[One Line Customer Avatar]

Nykaa's common customers are mainly digitally active, trend-conscious urban women who want trustworthy products, clear guidance, personalized recommendations, and a seamless beauty-shopping experience that supports both self-expression and self care.

