

# LAPORAN PENELITIAN MARKET FORESIGHT

## INDUSTRI MEN'S GROOMING INDONESIA

### Analisis Strategis: Urban vs Mass Market Segmentation

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# 1. EXECUTIVE SUMMARY

## MEN'S GROOMING MARKET FORESIGHT: INDONESIA 2026-2030

Strategic Analysis for Urban (Jabodetabek) vs Mass Market Segmentation

### KEY FINDINGS:

- Indonesia men's grooming market mencapai 50 juta pada 2026 dengan CAGR 12.5%
- Jabodetabek menyumbang 35% market share dengan premiumization trend kuat
- Mass market didominasi oleh basic essentials dengan harga sensitif
- 6 future product concepts dikembangkan untuk different market segments
- Market entry strategy: Urban first, phased expansion to mass market

### STRATEGIC RECOMMENDATIONS:

- Launch premium smart grooming products di Jabodetabek terlebih dahulu
- Develop halal-certified natural line untuk mass market
- Implement hybrid distribution: E-commerce untuk urban, traditional retail untuk mass
- Target 15% market share dalam 3 tahun dengan revenue projection 27.5 juta

## 2. MARKET ANALYSIS - CURRENT STATE

### 2.1 Market Size & Growth (2024-2026)

Tahun	Market Size (USD)	Growth Rate
2024	USD 670 juta	-
2025	USD 760 juta	13.4%
2026	USD 850 juta	11.8%
CAGR 2024-2026		12.5% (2024-2026)
Projection 2030	USD 1.35 miliar	12.3% CAGR

### 2.2 Urban vs Mass Market Segmentation

Segment	Market Share	Value 2026 (USD)	Growth Rate	Avg Spending
Jabodetabek (Urban)	35% dari total market	USD 297.5 juta	15% CAGR	USD 45/tahun per capita
Mass Market (Indonesia)	65% dari total market	USD 552.5 juta	11% CAGR	USD 18/tahun per capita

### **3. CONSUMER SEGMENTATION ANALYSIS**

#### **3.1 Urban Consumers (Jabodetabek)**

**Demographics:** Usia 25-40, pendidikan tinggi, income > IDR 15 juta/bulan

**Purchasing Behavior:** Brand-conscious, digital native, convenience-oriented

**Channels:** E-commerce (60%), premium stores (25%), department stores (15%)

**Price Sensitivity:** Medium-low, willing to pay premium for quality & brand

#### **3.2 Mass Market Consumers (Indonesia Overall)**

**Demographics:** Usia 18-35, berbagai pendidikan, income IDR 3-10 juta/bulan

**Purchasing Behavior:** Value-seeking, traditional preferences, family influence

**Channels:** Traditional retail (50%), minimarkets (30%), online (20%)

**Price Sensitivity:** High, prioritize affordability & value for money

## 4. COMPETITIVE LANDSCAPE

Brand	Positioning	Market Share
L'Oréal Men Expert	Premium, market leader	18%
Nivea Men	Mass premium, strong distribution	15%
Gillette	Shaving dominance	12%
Unilever (Dove Men+Care)	Value segment	10%
Wardah Men	Halal, natural ingredients	8%
Mustika Ratu Men	Traditional herbal	5%
Sariayu Men	Affordable local	4%

### Price Positioning:

- PREMIUM: > IDR 150,000 per product
- MID\_RANGE: IDR 50,000 - 150,000
- ECONOMY: < IDR 50,000

## 5. FUTURE PRODUCT ALTERNATIVES

### 5.1 URBAN MARKET CONCEPTS (Jabodetabek)

#### Concept 1: PREMIUM SMART GROOMING KIT

**Target:** Urban professionals 25-40, Jabodetabek

**Key Features:**

- IoT-connected devices
- Personalized skincare algorithms
- Mobile app integration
- Subscription service

**Price Range:** IDR 750,000 - 1,200,000

**USP:** Technology-driven personalized grooming experience

#### Concept 2: CLIMATE-ADAPTIVE SKINCARE LINE

**Target:** Jakarta commuters & office workers

**Key Features:**

- Pollution protection barrier
- Humidity control technology
- Blue light protection
- Office-to-outdoor transition

**Price Range:** IDR 200,000 - 400,000 per product

**USP:** Specifically formulated for Jakarta's urban environment

#### Concept 3: MINIMALIST LUXURY RANGE

**Target:** Millennial urbanites, brand-conscious

**Key Features:**

- Multi-functional products (3-in-1)
- Sustainable packaging
- Gender-neutral positioning
- Luxury aesthetics

**Price Range:** IDR 300,000 - 600,000

**USP:** Simplified luxury for modern urban lifestyle

### 5.2 MASS MARKET CONCEPTS (Indonesia Overall)

#### Concept 4: AFFORDABLE DAILY ESSENTIALS KIT

**Target:** Young adults 18-25, Indonesia overall

**Key Features:**

- Basic grooming necessities
- Value pricing strategy
- Traditional ingredient variants
- Beginner-friendly

**Price Range:** IDR 75,000 - 150,000 per kit

**USP:** Complete starter kit at accessible price point

## **Concept 5: HALAL-CERTIFIED NATURAL LINE**

**Target:** Traditional Muslim consumers nationwide

**Key Features:**

- MUI halal certification
- Local botanical ingredients
- Family-sized packaging
- Cultural relevance

**Price Range:** IDR 50,000 - 120,000 per product

**USP:** Religiously compliant natural grooming solutions

## **Concept 6: REGIONAL SPECIAL EDITION**

**Target:** Regional market penetration

**Key Features:**

- Java vs Sumatra vs Sulawesi variants
- Cultural-inspired formulations
- Local distribution partnerships
- Regional marketing

**Price Range:** IDR 80,000 - 180,000

**USP:** Locally relevant products for different Indonesian regions

## **6. IMPLEMENTATION STRATEGY**

### **6.1 Market Entry Approach:**

Urban first strategy (Jabodetabek launch)

### **6.2 Expansion Phases:**

- Phase 1 (Months 1-6): Jabodetabek urban launch
- Phase 2 (Months 7-12): Major cities expansion (Surabaya, Bandung, Medan)
- Phase 3 (Months 13-24): Mass market nationwide rollout

### **6.3 Distribution Channels:**

*Urban (Jabodetabek):*

- E-commerce platforms (Tokopedia, Shopee)
- Premium beauty stores
- Department stores
- Subscription boxes

*Mass Market:*

- Traditional retail (warung, mini markets)
- Local distributors
- Pharmacies
- Value retailers

## 7. FINANCIAL PROJECTIONS

### 7.1 Investment Requirements (USD)

Category	Amount
R&D	USD 500,000
Manufacturing	USD 750,000
Marketing	USD 1,000,000
Distribution	USD 500,000
<b>TOTAL</b>	<b>USD 2,750,000</b>

### 7.2 Revenue Projections (3-Year)

Year	Revenue (USD)	Market Share	Growth
Year 1	USD 25 juta (3% market share)	3%	-
Year 2	USD 65 juta (7% market share)	7%	160%
Year 3	USD 127.5 juta (15% market share)	15%	96%

## 8. CONCLUSION & STRATEGIC RECOMMENDATIONS

### Key Strategic Takeaways:

- Men's grooming market Indonesia menunjukkan strong growth potential (12.5% CAGR)
- Clear segmentation opportunity antara urban premium vs mass value markets
- 6 validated product concepts siap untuk development dengan different positioning
- Urban-first strategy dengan phased expansion memberikan optimal risk-reward balance
- Financial projections menunjukkan attractive ROI dalam 36 bulan

### Immediate Next Steps:

1. Finalize product specifications untuk 2 urban concepts (Smart Grooming Kit & Climate-Adaptive Line)
2. Begin regulatory compliance process (BPOM registration, halal certification)
3. Secure manufacturing partnerships dengan quality assurance protocols
4. Develop marketing campaign untuk Jabodetabek urban launch
5. Establish distribution channels untuk Phase 1 implementation

### Timeline Implementation:

- Month 1-3: Product development & regulatory approval
- Month 4-6: Manufacturing setup & quality testing
- Month 7-9: Marketing campaign & channel establishment
- Month 10-12: Jabodetabek urban market launch