

WHAT'S UP

# HUL fails to inch closer to Emami in men's fairness

Despite being armed with two brands in the men's fairness category, Hindustan Unilever (HUL) is unable to shake the leadership of Emami's Fair and Handsome, which continues to dominate with a value share of 57.5%. According to Nielsen's September 2013 data, HUL's two brands put together (Vaseline for Men and Fair & Lovely Max Fairness) have about 30% share in the men's fairness category. Even Garnier for Men is relegated to a sub-12% share. Fair and Handsome has a turnover of close to Rs 200 crore, while Fair & Lovely Max Fairness delivers under Rs 100 crore annually. It reinforces the fact that a first mover certainly has an advantage over others, and in the case of Fair and Handsome, a longer lead as well. The Emami brand created a separate market for men's fairness on the realization that nearly half of the users of fairness creams in India were men.

