

Women-Led Innovation in Skincare Marketing

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Abstract: The skincare industry has become one of the fastest-growing segments within the beauty and personal care market, offering significant opportunities for women-led entrepreneurial ventures. Women entrepreneurs, leveraging their lived experiences, social networks, and understanding of consumer needs, play a transformative role in shaping product innovation, branding, and customer engagement in this sector. This paper examines the marketing strategies adopted by women entrepreneurs in skincare, the challenges they face, and the factors contributing to the success of their ventures. Using secondary research and thematic analysis, the study explores consumer behavior trends, digital marketing approaches, sustainability-driven branding, and the influence of social media platforms. The findings suggest that authenticity, ingredient transparency, digital storytelling, and community-driven marketing are key differentiators for women-led skincare brands. Despite challenges related to funding, market competition, regulatory compliance, and technology access, women entrepreneurs demonstrate resilience through innovation, personalized branding, and ethical product positioning. The study contributes to the understanding of gendered entrepreneurial experiences and highlights the need for policy and institutional support to strengthen women-led enterprises in the skincare domain.

Keywords: Women Entrepreneurship, Skincare Marketing, Sustainable Consumption, Digital Branding, Green Consumer Behaviour