

# Marico introduces its first digital exclusive brand, Studio X

*The brand lunches a new range of premium male grooming products under Set Wet*

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FMCG major, [Marico](#), has launched a new range of premium products called [Studio X](#) under its male grooming brand – Set Wet.

This range, from Marico's global stable, has been co-created by celebrity stylist [Aalim Hakim](#). Studio X will be launched exclusively on Amazon by end of this month. It will house a range of products including shampoos, body wash, face wash, hair pomade, hair wax, hair and beard serum and perfume between the price points of INR 200 to 400.

[Anuradha Aggarwal](#), chief marketing officer, Marico, said, "The youth today has an evolved sense of style that is greatly inspired by their favourite celebrity look. Having recognized this emerging trend, Studio X, a brand synonymous with celebrity-like styling, will assist consumers in achieving an expert finish look. In line with Marico's growing online penetration and the upswing in online buying in the country, the brand will be launched exclusively on digital platforms."

The estimated INR 8600 crore male grooming market is progressing at a rapid pace and is expected to grow at circa 20% CAGR over FY17-20 (as per the BCG analysis report). The online market share of male grooming products is also heavily increasing and has higher penetration in ecommerce channels as compared to the overall personal care market.