

# Make-Up in India to 2014

<https://marketpublishers.com/r/M202BAC5232EN.html>

Date: September 2010

Pages: 125

Price: US\$ 495.00 (Single User License)

ID: M202BAC5232EN

## Abstracts

### Introduction

This databook provides key data and information on the make-up market in India. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

- \* Contains information on four categories: eye, face, nail and lip make-up
- \* Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data
- \* Category level company and brand share as well as distribution share information for 2008 and 2009
- \* Review of the top two companies within the make-up market, including company overview, key facts and business description

### Highlights

The market for make-up in India increased at a compound annual growth rate of 13.1% between 2004 and 2009.

The lip make-up category led the make-up market in India, accounting for a share of 51.2%.

Leading players in Indian make-up market include Unilever, Revlon, Inc. and L'Oreal S.A.

### **Reasons to Purchase**

- \* Develop business strategies by understanding the quantitative trends within the make-up market in India
- \* Design effective marketing and sales strategies by identifying key market categories and segments
- \* Identify key players within the market to plan lucrative M&A, partnerships and agreements

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