

# India Ayurvedic Cosmetics Market Outlook 2018

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## Abstracts

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Consumers worldwide are going green and this is especially true in the cosmetics market. Over the last few years, growth in the market for cosmetics has been driven by products that use natural or herbal components. The market share of natural based products has been increasing gradually. Companies are increasingly feeling pressurized to focus on sustainability and reduce their environmental footprints. Consumers are more aware and better informed than ever before. They are becoming conscious of the ingredients that go into the products that they use and are averse to chemicals that are known to cause side effects. On the supply side, companies are engaging in advanced research of plant-derived peptides, encapsulated actives, active plant stem cells, complex extraction processes, and clinical testing to deliver products that are acceptable to the well-informed customers.

Indians have been traditionally inclined toward natural products for their beauty needs. India has a history and knowledge of using natural products. While consumers in the rest of the world have to be educated about the benefits of natural herbs, this knowledge is well inherited in India from generations. The need is for companies to translate the ancient ayurvedic recipes into modern easy to use formats with superior quality.

During the last decade, the herbal beauty care business has emerged as the new growth frontier for beauty business in India. The emphasis has been on the spectacular growth of the herbal and ayurvedic beauty products business. Today, the Indian cosmetics industry has a plethora of herbal cosmetic brands like Forest Essentials, Biotique, Himalaya, Blossom Kochhar, VLCC, Dabur and Lotus; and many more are adding to the list. In addition to a widening base of consumers, color cosmetics and anti-aging and anti-wrinkle creams are expected to be the future drivers of growth in this

segment.

The market for ayurvedic cosmetics products in India is expected to grow at a rapid pace over the coming decades. The market is only beginning to get populated with ayurvedic brands and it will be a while until it gets too crowded. Ayurvedic manufacturers are investing in research and constantly coming up with new and innovative technology and products that are resulting in better and more effective ayurvedic cosmetics. Ayurvedic cosmetics are still competing with synthetic products and they need to strive to ensure quality that is similar to synthetic brands.

“India Ayurvedic Cosmetics Market Outlook 2018” report gives detailed overview on the following aspect related to market:

Ayurvedic Cosmetics Market Overview

Ayurvedic Cosmetics Market by Product Segment

Factors Driving the Market

Future Growth Opportunities

Issues to be Resolved for Future Growth

Key Companies Business Overview & Product Portfolio

## Contents

### **1. INDIA AYURVEDIC COSMETICS MARKET OUTLOOK**

### **2. AYURVEDIC COSMETICS MARKET BY SEGMENT**

- 2.1 Skin Care
- 2.2 Hair Care
- 2.3 Make-up
- 2.4 Fragrance

### **3. FACTORS DRIVING THE MARKET**

- 3.1 Preference for Natural Products
- 3.2 Consumer Willing to Pay Premium Price
- 3.3 Product Availability and Entry of New Players
- 3.4 Improving Distribution Channel
- 3.5 Low Entry and Regulatory Barriers
- 3.6 Emergence of Organized Segment

### **4. FUTURE OPPORTUNITIES**

- 4.1 Exclusive Retail Outlet
- 4.2 Online Retailing for Organic Growth
- 4.3 Export Market
- 4.4 Ayurvedic Cosmetics Contract Manufacturing
- 4.5 Ayurvedic Parlors/Salon/Spa
- 4.6 Ayurvedic Tourism

### **5. CHALLENGES TO BE RESOLVED**

- 5.1 Ayurvedic Cosmetics Perceived as High End Product
- 5.2 Low Product Penetration & Shelf Visibility
- 5.3 Restricted Distribution Network
- 5.4 Less Focus on Advertising & Consumer Awareness Activities

### **6. AYURVEDIC COSMETICS MARKET FUTURE OUTLOOK 2018**

### **7. REGULATORY & POLICY FRAMEWORK**

## **8. COMPETITIVE LANDSCAPE**

### **8.1 Khadi Gram Udyog/ Khadi and Village Industries Commission**

#### **8.1.1 Business Overview**

#### **8.1.2 Product Portfolio**

### **8.2 Himalaya**

#### **8.2.1 Business Overview**

#### **8.2.2 Product Portfolio**

### **8.3 Dabur Uveda**

#### **8.3.1 Business Overview**

#### **8.3.2 Product Portfolio**

### **8.4 Lotus Herbals**

#### **8.4.1 Business Overview**

#### **8.4.2 Product Portfolio**

### **8.5 Kama Ayurveda**

#### **8.5.1 Business Overview**

#### **8.5.2 Product Portfolio**

### **8.6 Shahnaz Husain Group**

#### **8.6.1 Business Overview**

#### **8.6.2 Product Portfolio**

### **8.7 Forest Essentials**

#### **8.7.1 Business Overview**

#### **8.7.2 Product Portfolio**

### **8.8 Biotique**

#### **8.8.1 Business Overview**

#### **8.8.2 Product Portfolio**

### **8.9 Fabindia**

#### **8.9.1 Business Overview**

#### **8.9.2 Product Portfolio**

## List Of Figures

### LIST OF FIGURES

Figure 1-1: Ayurvedic Cosmetics Products Market (INR Crore/USD Million), 2012

Figure 1-2: Ayurvedic Cosmetics Products Market Opportunity by Segment, 2012

Figure 2-1: Ayurvedic Skin Care Products Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-2: Share of Skin Care Segment in Ayurvedic Cosmetics Industry, 2012 & 2018

Figure 2-3: Ayurvedic Face Wash Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-4: Ayurvedic Scrub Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-5: Ayurvedic Moisturizer Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-6: Ayurvedic Cream Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-7: Ayurvedic Hair Care Products Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-8: Share of Hair Care Segment in Ayurvedic Cosmetics Industry, 2012 & 2018

Figure 2-9: Ayurvedic Shampoo Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-10: Ayurvedic Hair Oil Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-11: Ayurvedic Conditioners Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-12: Ayurvedic Dyes/Color Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-13: Ayurvedic Makeup Products Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-14: Share of Makeup Segment in Ayurvedic Cosmetics Industry, 2012 & 2018

Figure 2-15: Ayurvedic Fragrance Market Opportunity (INR Crore/USD Million), 2012-2018

Figure 2-16: Share of Fragrance Segment in Ayurvedic Cosmetics Industry, 2012 & 2018

Figure 3-1: Consumer Preference for Ayurvedic Cosmetics Products

Figure 3-2: Consumer Perception Regarding Ayurvedic Cosmetics Products Pricing

Figure 3-3: Consumer Willingness to Pay Premium Price for Ayurvedic Cosmetics Products

Figure 3-4: Point of Purchase for Cosmetics Products

Figure 3-5: Point of Purchase for Ayurvedic Cosmetics Products

Figure 4-1: E-commerce Market (INR Crore/USD Billion), 2012-2018

Figure 4-2: Spa Market (INR Crore/USD Million), 2012-2018

Figure 6-1: Ayurvedic Cosmetics Products Market Opportunity (INR Crore/USD Million), 2013-2018

Figure 6-2: Ayurvedic Cosmetics Products Market Opportunity by Segment, 2018

## About

Rapid growth in this segment has attracted international players as well. Foreign brands present in the naturals category include The Body Shop, St. Ives', as well as companies with natural offerings such as Revlon, L'Oreal, Oriflame, Clairol, Timotei, and Clairol.

These companies are not only introducing their international range of products in India, but also creating special lines of products customized to the Indian market. In recent years, most international brands have also revised their pricing downwards to enjoy the benefits of scale offered by India. The beauty and wellness services segment is also enjoying rapid growth. The spa industry is an emerging and rapidly growing segment while the alternate therapy market is larger and well established. Spas are associated with the affluent, although gradually the young adults and working professionals are also looking toward them as an alternate to an expensive vacation.

There is no doubt that there is immense opportunity in both domestic and export markets of ayurvedic cosmetics. However, there are limitations in ensuring the quality of raw material, confirming the effectiveness of products, and sustenance of the procurement of natural ingredients. Issues related to certification and monitoring the quality, safety, and efficacy of herbal products continue to pose a challenge.

The skin care segment dominates the market for ayurvedic cosmetics in India. Existing and newer players are constantly working on new and better products to offer to the Indian consumers and the rapidly evolving Indian consumers are lapping it all up. The overall skin care market in India is expected to grow at a CAGR of 19% until 2013 as consumers mature and demand different types of skin care products. Increasing disposable incomes, changing lifestyles, and an increased pressure to look good have been driving the demand for cosmetics, especially the skin care segment.

With the rise in awareness among consumers, the focus has shifted from merely looking good from the outside to overall wellbeing. Superficial beauty cosmetics are giving way to products for long term care. Consumers are gravitating toward ayurvedic skin care products that assure wellbeing inside as well as outside. Indian women are now using targeted creams for blemishes, wrinkles, under-eye issues, glow, and skin-brightening. The demand has evolved from generic creams to more specialized skin care products such as sun screens, toners, cleansers, astringents, dark circle removing creams, anti-wrinkle creams, and separate day and night creams. Among ayurvedic products,

fairness creams, face packs, and face cleansers and scrubs are the most popular categories.



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