

India Cosmeceuticals Industry Outlook to 2017 - Rising Demand for Skin Care Products to Propel Growth

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Abstracts

The research report on “India Cosmeceuticals Industry Outlook to 2017 - Rising Demand for Skin Care Products to Propel Growth” gives a detailed analysis of the cosmeceutical industry performance in India considering impact of industrial and macro economy factors associated with the industry. The report covers market past, present and future performance discussing industry segments such as skin care, anti aging, hair care and others and demand by distribution channels (franchisee, direct marketing, internet and others). Study also highlights major players and their market share in the cosmeceutical industry in India along with product portfolio of major brands. Additionally, future forecast section help to understand market potential of industry segments and performance in coming years.

The cosmeceuticals market proposes huge potential among major Asia Pacific countries including Japan, China and India. India shared a total of 5.7% in the Asia Pacific cosmeceuticals industry with stupendous growth witnessed in the hair care product segment at CAGR of 22.0% from 2007-2012. There are a range of advances in cosmeceuticals due to competitive market and a lot of attention has been directed towards more sophisticated system such as micro emulsion, as an alternative of traditional creams and emulsions and ointments. Indian cosmeceuticals industry has been majorly focused on skin care, hair care, lip care and other product segments and out of which both skin care and hair care have grown at a higher pace in the past few years.

Some of the leading players in the cosmeceuticals industry in India are Unilever with a substantial share in the market, followed by Colgate Palmolive, Procter and Gamble, Dabur, Godrej, L’Oreal, Reckitt Benckiser, Johnson and Johnson and other. The key

distribution channels prevalent in Indian dermaticals industry are general distributorship, franchisee, direct marketing, internet and others. The majority of cosmetic products in India have been distributed through general distributorship.

The inclining disposable income of consumers and expansion of per person health expenditure in the past six years from 2007-2012, has escalated the overall cosmetics industry in India. Per person expenditure on health in India is anticipated to grow at an average annual growth rate of 9.5% from 2012-2017 with a total spending of USD ~ in 2017. Higher spending on health related products by Indian consumers will escalate the market for cosmetic products in future.

The dermaticals industry in India marked revenues of USD ~ million in 2012, thus indicating a considerable growth of 12.3% in the same year. Over the past six years from 2007-2012, the medicated cosmetics industry in India has grown at a stupendous compound annual growth rate of 10.9%. The future of cosmetic products in India is likely to showcase favorable growth on account of incline in the affluent women population in the country and rising employment rate amongst women segment of the population.

KEY TOPICS COVERED:

Market size and segments performance in last five years

Major events/ milestones occurred in the past and impact over the industry performance

Major players and their share in the market gives a clear idea of further opportunities present in the market for new entrants and threats prevailing

Future outlook section discusses industry performance in next five years and growth in terms of CAGR for industry segments.

Macro economy factors are also discussed in the research reports which are directly and indirectly associated with the industry

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