

# Beauty and Personal Care in India

<https://marketpublishers.com/r/B4B0F480522EN.html>

Date: July 2023

Pages: 129

Price: US\$ 2,650.00 (Single User License)

ID: B4B0F480522EN

## Abstracts

At the start of 2022, India witnessed a third wave of COVID-19, but this was far less intense in terms of severity than prior waves of the pandemic, witnessed in 2021. In addition, the government rolled out vaccination for children aged 12-18 in 2022, which further encouraged consumers to return to their pre-pandemic lifestyles. As a result, social gatherings, as well as travel, witnessed an upsurge, which significantly benefited sales of beauty and personal care products, as usage occasions for...

Euromonitor International's Beauty and Personal Care in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### BEAUTY AND PERSONAL CARE IN INDIA

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 6 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 7 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 8 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 9 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

### MASS BEAUTY AND PERSONAL CARE IN INDIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Mass beauty and personal care continues to dominate, and grows due to inflationary pressure

Mass colour cosmetics witnesses the fastest growth on the back of rising consciousness of personal grooming

E-commerce helps mass beauty and personal care to expand its reach and attract demand from digital-savvy consumers

#### PROSPECTS AND OPPORTUNITIES

Inclusive positioning of mass beauty products expected to contribute to growth

Multi-benefit, cost-effective product options likely to surge in the forecast period

Penetration of mass beauty brands beyond tier-1 cities to fuel demand

#### CATEGORY DATA

Table 10 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022

Table 11 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022

Table 13 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 14 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

## PREMIUM BEAUTY AND PERSONAL CARE IN INDIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Changing dynamics and increased global exposure favour premium beauty and personal care

Digitalisation and growing popularity of beauty e-tailers promote accessibility to consumers

Potential for premium beauty and personal care in India attracts attention from international brands

### PROSPECTS AND OPPORTUNITIES

Millennials and younger consumers will drive demand for premium beauty and personal care

Hair care and skin care will continue to drive growth in premium beauty and personal care

Natural ingredients-based products beyond skin care to be prominent in premium beauty and personal care

### CATEGORY DATA

Table 16 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 17 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 19 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 20 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

## BABY AND CHILD-SPECIFIC PRODUCTS IN INDIA

### KEY DATA FINDINGS

## 2022 DEVELOPMENTS

Competition intensifies on the back of funding and acquisitions

Brands leverage claims to attract parents increasingly conscious of product safety and efficacy

Developing an e-commerce ecosystem benefits baby and child-specific products

## PROSPECTS AND OPPORTUNITIES

Premiumisation set to be driven by well-informed modern parents

Growth potential due to significant population base aged 0-11, along with white space in child-specific products

Brands increasingly position combo products as gift items to drive uptake in urban areas

## CATEGORY DATA

Table 22 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 23 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 24 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 25 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 26 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 27 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 28 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 29 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 30 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

## BATH AND SHOWER IN INDIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Brands increasingly highlight key ingredients to fuel premiumisation within bar soap

Manufacturers focus on multifunctional benefits for body wash/shower gel to drive demand in urban areas

Significant contraction in demand for hand sanitisers as consumers return to their pre-pandemic habits

#### PROSPECTS AND OPPORTUNITIES

Body wash/shower gel brands set to leverage e-commerce and affordable packs to boost demand

Sustainability set to increasingly make its way into bath and shower

Premiumisation trend to further accelerate within bath and shower

## CATEGORY DATA

Table 31 Sales of Bath and Shower by Category: Value 2017-2022

Table 32 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 33 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 34 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 35 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 36 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 37 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 38 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

## COLOUR COSMETICS IN INDIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Return of social events and a greater focus on multifunctional offerings allow colour cosmetics to recover its value sales

Rising consumer awareness due to increased digital engagement brings ingredients to the forefront

Manufacturers focus on an omnichannel presence to cater to a wide range of customer needs in terms of convenience and trials

### PROSPECTS AND OPPORTUNITIES

Wide range of offerings, convenience, and use of innovative technology set to allow e-commerce to grow further

Expansion beyond female target audience offers white space for growth

Brands could look to democratise personalisation through mass customised offerings, similar to the trend witnessed in hair care

## CATEGORY DATA

Table 39 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 40 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 41 NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 42 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 43 LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 44 LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 45 LBN Brand Shares of Lip Products: % Value 2019-2022

Table 46 LBN Brand Shares of Nail Products: % Value 2019-2022

Table 47 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 48 Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 49 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

## DEODORANTS IN INDIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Surge in travel and return of outdoor fitness activities accelerate the growth of deodorants

Greater focus on brand ambassadors to drive strong brand awareness amongst the target audience

Convenience and affordability allow pocket-sized deodorants to attract consumer demand

#### PROSPECTS AND OPPORTUNITIES

Weather conditions and growing participation in sports activities offer avenues for growth

Premium perception, coupled with limited retail presence, set to keep deodorant roll-ons as a relative niche

Affordable prices of local fragrance brands set to intensify competition for deodorants

#### CATEGORY DATA

Table 50 Sales of Deodorants by Category: Value 2017-2022

Table 51 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 52 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 53 NBO Company Shares of Deodorants: % Value 2018-2022

Table 54 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 55 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 56 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 57 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 58 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

#### DEPILATORIES IN INDIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Depilatories witnesses a return to growth in value terms in 2022

Brands leverage promotional campaigns with brand ambassadors to bolster awareness

Increasing mobile internet penetration, coupled with quick commerce, further drives sales via e-commerce

##### PROSPECTS AND OPPORTUNITIES

Brand extensions to target men set to provide growth opportunities

Strong competition for depilatories from salons and laser hair removal

Increased exposure to global culture and rising urbanisation open up room for growth

#### CATEGORY DATA

Table 59 Sales of Depilatories by Category: Value 2017-2022

Table 60 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 61 NBO Company Shares of Depilatories: % Value 2018-2022

Table 62 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 63 Forecast Sales of Depilatories by Category: Value 2022-2027



**Table 64 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027****FRAGRANCES IN INDIA****KEY DATA FINDINGS****2022 DEVELOPMENTS**

Conducive external factors drive growth in fragrances in 2022

Focus on affordable packs to attract increased consumer demand for fragrances

Competition within premium fragrances intensifies with entry of new international brands and extensions from existing mass fragrances brands

**PROSPECTS AND OPPORTUNITIES**

Expansion of retail offline channels, coupled with more campaigns to educate consumers, key to increasing penetration of fragrances

Increasing employed population and rising aspirations set to push demand for premium fragrances

**CATEGORY DATA**

Table 65 Sales of Fragrances by Category: Value 2017-2022

Table 66 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 67 NBO Company Shares of Fragrances: % Value 2018-2022

Table 68 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 69 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 70 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 71 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 72 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

**HAIR CARE IN INDIA****KEY DATA FINDINGS****2022 DEVELOPMENTS**

"Skinification" of hair influences hair care

Hair fall remains a major concern for the Indian population

Hair oil brands focused on ingredient-led product positioning drive growth

**PROSPECTS AND OPPORTUNITIES**

Digital-first brands help companies attract younger consumers

Personalisation and customisation to have a key role in the growth of new hair care brands

Emergence of shampoo bars as a novel format in the forecast period

**CATEGORY DATA**

Table 73 Sales of Hair Care by Category: Value 2017-2022

Table 74 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 75 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 76 NBO Company Shares of Hair Care: % Value 2018-2022

Table 77 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022



Table 78 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 79 LBN Brand Shares of Colourants: % Value 2019-2022

Table 80 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 81 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 82 LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 83 Forecast Sales of Hair Care by Category: Value 2022-2027

Table 84 Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 85 Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

## MEN'S GROOMING IN INDIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Strong performance despite inflation and supply chain challenges

Men's grooming maintains growth due to more attention on appearance

Fmcg giants eye growing opportunities in men's grooming

### PROSPECTS AND OPPORTUNITIES

E-commerce to drive growth and penetration for the category

New emerging categories such as beard oil expected to flourish in the forecast period

Men's fragrances and men's skin care expected to experience rapid growth during the forecast period

### CATEGORY DATA

Table 86 Sales of Men's Grooming by Category: Value 2017-2022

Table 87 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 88 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 89 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 90 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 91 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 92 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 93 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 94 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

## ORAL CARE IN INDIA

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Increasing prevalence of whitening and brightening claims fuels growth

Dental care companies strive to improve oral hygiene amongst Indian consumers

Introduction of novel products drives the emergence of new segments

### PROSPECTS AND OPPORTUNITIES

Low per capita consumption sets the stage for expansion in the coming years

Oral care brands start to move towards sustainable packaging

Although new oral care categories are emerging, toothpaste likely to remain the most

popular product

#### CATEGORY DATA

Table 95 Sales of Oral Care by Category: Value 2017-2022

Table 96 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 97 Sales of Toothbrushes by Category: Value 2017-2022

Table 98 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 99 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 100 NBO Company Shares of Oral Care: % Value 2018-2022

Table 101 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 102 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 103 LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 104 Forecast Sales of Oral Care by Category: Value 2022-2027

Table 105 Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 106 Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 107 Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

#### SKIN CARE IN INDIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Functional skin care gains popularity amongst younger consumers

Ayurveda continues to gain momentum in skin care

Blurring of the distinction between skin care and colour cosmetics

##### PROSPECTS AND OPPORTUNITIES

Skin care expected to see consistent growth in the forecast period

Restoring the skin barrier will continue to be important in the forecast period

Growing urbanisation and rising number of dual-income households set to fuel growth in the forecast period

#### CATEGORY DATA

Table 108 Sales of Skin Care by Category: Value 2017-2022

Table 109 Sales of Skin Care by Category: % Value Growth 2017-2022

Table 110 NBO Company Shares of Skin Care: % Value 2018-2022

Table 111 LBN Brand Shares of Skin Care: % Value 2019-2022

Table 112 LBN Brand Shares of Basic Moisturisers: % Value 2019-2022

Table 113 LBN Brand Shares of Anti-agers: % Value 2019-2022

Table 114 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022

Table 115 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022

Table 116 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 117 Forecast Sales of Skin Care by Category: Value 2022-2027

Table 118 Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

#### SUN CARE IN INDIA

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Return of mobility and extended summer benefit sun care in 2022

Competition intensifies in sun care, as players capitalise on opportunities

Innovations in product formulations and formats to cater to a wider audience

### PROSPECTS AND OPPORTUNITIES

Sun protection, being an integral part of minimalistic skin care, will see growth in the forecast period

Adoption of herbal ingredients in sun care products expected to further attract consumers

Wide availability has made products more affordable, which will raise demand in the years to come

### CATEGORY DATA

Table 119 Sales of Sun Care by Category: Value 2017-2022

Table 120 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 121 NBO Company Shares of Sun Care: % Value 2018-2022

Table 122 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 123 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 124 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 125 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

## I would like to order

Product name: Beauty and Personal Care in India

Product link: <https://marketpublishers.com/r/B4B0F480522EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B4B0F480522EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970