

Beauty and Personal Care Packaging in India

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Abstracts

Demand for large pack sizes was higher in some beauty and personal care categories such as hair care, skin care and bath and shower products, especially among mass brands, as these offer value for money by appealing to price-conscious consumers. However, changing consumer lifestyles and preferences have caused companies to reevaluate their packaging. Consumers in India have become more aspirational and are willing to spend more on premium products and convenient formats.

Euromonitor International's Beauty and Personal Care Packaging in India report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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 Packaging 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.

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All Shapes and Sizes and Premiumisation Remain the Key Packaging Trends

Migration of Consumers To Packaged Milk To Drive Fresh Milk and Premium Milk Packaging

Rising Demand for Hot Drinks Benefits All Pack Types

Players Move Beyond Glass As They Seek To Attract New Consumers To Alcoholic Drinks

Smaller Pack Sizes in Home Care Appeal To Low-income Consumers

Smaller Pack Sizes Become More Prevalent in Beauty and Personal Care Due To Convenience and Premiumisation

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Rise in the Use of Airless Packaging and Dispensing Systems

Sustainability in Packaging at A Nascent Stage, But Expected To Be A Key Theme in Future

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