

Fragrances in Hair Care in India

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Abstracts

In Indian hair care, specific functions are important to the contemporary consumer and fragrances play a decisive role in complementing functional benefits. The concept of natural and traditional Indian herb extracts is also very strong for fragrances in hair care. Conditioners, salon hair care and shampoos have a high penetration and make up the bulk of the market for fragrances.

Euromonitor International's Fragrances in Hair Care in India country reports offer a comprehensive overview of the flavour and fragrance markets, giving specific consideration to the unique market conditions of each focal country. It highlights the major drivers behind flavour and fragrance supply and demand and provides detailed analysis of individual flavours and fragrances and the product categories they are used in. It also examines national prospects, highlighting opportunities and challenges for flavour and fragrance usage.

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

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