

Mass Beauty and Personal Care in India

<https://marketpublishers.com/r/MCD282B55CBEN.html>

Date: July 2023

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: MCD282B55CBEN

Abstracts

The beauty and personal care industry in India continues to be dominated by mass products, as a large part of the consumer base in India is price-sensitive due to limited household incomes. Furthermore, as per Euromonitor's Economies and Consumers data, about 64% of the Indian population in 2022 resided in rural areas, and due to their lower disposable incomes, these consumers are inclined more towards budget-friendly beauty and personal care offerings. In addition, in 2022, rising inflationary...

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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

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

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

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

Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

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

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

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

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

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SOURCES

Summary 1 Research Sources

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