

India Cosmetics Market Size, Share & Trends Analysis Report By Product (Skin Care, Oral Care, Hair Care, Color Cosmetics, Bath & Shower Products, Perfume & Fragrance), By End-user (Men, Women), By Distribution Channel, And Segment Forecasts, 2026 - 2033

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Abstracts

Summary

The India cosmetics market size was estimated at USD 21.50 billion in 2025 and is projected to reach USD 43.85 billion by 2033, growing at a CAGR of 9.3% from 2026 to 2033. The market is experiencing strong and sustained growth due to a combination of demographic shifts, evolving consumer preferences, digital influence, and rising product innovation.

A young population with increasing disposable incomes is driving higher spending on beauty, skincare, and grooming products. Consumers today are more informed, aspirational, and willing to experiment with global trends, premium brands, and hybrid multifunctional products.

A strong pivot toward clean, natural, and ingredient-transparent formulations is also fuelling demand. Indian consumers are increasingly conscious about product safety, sustainability, and the long-term benefits of skincare ingredients. This trend has led to substantial growth of Ayurvedic, herbal, and toxin-free cosmetic brands. Alongside this, hybrid formulations that combine skincare and makeup benefits, such as serum foundations, tinted sunscreens, and BB/CC creams, are gaining traction due to their convenience and multifunctional value.

In addition, the rising adoption of sample packs and travel-size formats has played a significant role in accelerating product trials and reducing entry barriers for consumers. Brands increasingly offer mini-sized versions of serums, moisturisers, fragrances, and makeup products, allowing customers to test efficacy and compatibility before committing to full-size purchases. This strategy has been particularly effective in expanding reach among price-sensitive and first-time buyers, while also increasing brand engagement and repeat purchases.

The rapid expansion of e-commerce and quick commerce (Q-commerce) platforms such as Zepto and Blinkit has dramatically improved access to beauty products across India. These platforms offer fast delivery (often within minutes) and a wide assortment of skincare, haircare, bath & shower, and oral care SKUs, making it easier for consumers to order these discretionary cosmetics instantly and regularly.

India Cosmetics Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the India cosmetics market based on product, end user, and distribution channel:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Skin Care

Face Skin Care

Lotions, Face Creams, & Moisturizers

Cleansers & Face Wash

Facial Serums

Sunscreen/Sun Care

Sheet Face Masks

Others

Body Skin Care

Hair Removal Products

Lotions, Creams, & Moisturizers

Body Sunscreen/Sun Care

Body Scrub

Others

Hair Care

Shampoo

Conditioner

Oils

Colorants

Serums

Others

Oral Care

General Purpose Products

Toothpaste

Toothbrush

Mouthwashes/Rinses

Dental Floss

Others

Beauty Oral Care Products

Teeth Whitening Products

Teeth Glossing Products

Breath Freshening Products

Tooth Polishing Tools

Others

Color Cosmetics

Face Color Cosmetics

Foundation

Concealer

Blush and Bronzer

Powder

Others

Lip Color Cosmetics

Lipstick

Lip Liner

Lip Gloss

Lip Tint

Others

Eye Color Cosmetics

Eye Shadow

Eye Liner

Mascara

Eye Pencil

Others

Nail Color Cosmetics

Bath & Shower Products

Bar Soap

Body Wash & Shower Gel

Body Scrubs & Exfoliators

Others

Perfume & Fragrance

Fine Fragrances (EDP, EDT, EDC)

Body Mists & Body Sprays

Deodorants

Attars & Non-alcoholic Perfume Oils

Others

End User Outlook (Revenue, USD Million, 2021 - 2033)

Men

Women

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Modern Trade

General Trade

Specialty Beauty Stores

Pharmacies & Drugstores

Online/E-commerce

Others

This report can be delivered to the clients within 4 Business Days

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