+44 20 8123 2220
info@marketpublishers.com

India Ayurvedic Cosmetics Market Opportunity Analysis 2018

https://marketpublishers.com/r/I67DE9C4526EN.html
Date: January 2014
Pages: 69
Price: US$ 600.00 (Single User License)
ID: I67DE9C4526EN

Abstracts

Please note: extra shipping charges are applied when purchasing Hard Copy License depending on the location.

Consumers worldwide are going green and this is especially true in the cosmetics market. Over the last few years, growth in the market for cosmetics has been driven by products that use natural or herbal components. The market share of natural based products has been increasing gradually. Companies are increasingly feeling pressurized to focus on sustainability and reduce their environmental footprints. Consumers are more aware and better informed than ever before. They are becoming conscious of the ingredients that go into the products that they use and are averse to chemicals that are known to cause side effects. On the supply side, companies are engaging in advanced research of plant-derived peptides, encapsulated actives, active plant stem cells, complex extraction processes, and clinical testing to deliver products that are acceptable to the well-informed customers.

Indians have been traditionally inclined toward natural products for their beauty needs. India has a history and knowledge of using natural products. While consumers in the rest of the world have to be educated about the benefits of natural herbs, this knowledge is well inherited in India from generations. The need is for companies to translate the ancient ayurvedic recipes into modern easy to use formats with superior quality.

During the last decade, the herbal beauty care business has emerged as the new growth frontier for beauty business in India. The emphasis has been on the spectacular growth of the herbal and ayurvedic beauty products business. Today, the Indian cosmetics industry has a plethora of herbal cosmetic brands like Forest Essentials, Biotique, Himalaya, Blossom Kochhar, VLCC, Dabur and Lotus; and many more are

adding to the list. In addition to a widening base of consumers, color cosmetics and anti-aging and anti-wrinkle creams are expected to be the future drivers of growth in this segment.

The market for ayurvedic cosmetics products in India is expected to grow at a rapid pace over the coming decades. The market is only beginning to get populated with ayurvedic brands and it will be a while until it gets too crowded. Ayurvedic manufacturers are investing in research and constantly coming up with new and innovative technology and products that are resulting in better and more effective ayurvedic cosmetics. Ayurvedic cosmetics are still competing with synthetic products and they need to strive to ensure quality that is similar to synthetic brands.

“India Ayurvedic Cosmetics Market Opportunity Analysis 2018” report gives detailed overview on the following aspect related to market:

Ayurvedic Cosmetics Market Overview

Ayurvedic Cosmetics Market by Product Segment

Factors Driving the Market

Future Growth Opportunities

Issues to be Resolved for Future Growth

Key Companies Business Overview & Product Portfolio

+44 20 8123 2220
info@marketpublishers.com

Contents

1. INDIA AYURVEDIC COSMETICS MARKET OUTLOOK

2. AYURVEDIC COSMETICS MARKET BY SEGMENT

2.1 Skin Care
2.2 Hair Care
2.3 Make-Up
2.4 Fragrance

3. FAVORABLE MARKET DYNAMICS

3.1 Preference for Natural Products
3.2 Consumer Willing to Pay Premium Price
3.3 Product Availability & Entry of New Players
3.4 Improving Distribution Channel
3.5 Low Entry and Regulatory Barriers
3.6 Emergence of Organized Segment

4. FUTURE GROWTH OPPORTUNITIES

4.1 Exclusive Ayurvedic Cosmetics Retail Outlet
4.2 Online Retailing for Organic Growth
4.3 Export Market
4.4 Ayurvedic Cosmetics Contract Manufacturing
4.5 Ayurvedic Parlors/Salon/Spa
4.6 Ayurvedic Tourism

5. CHALLENGES TO BE RESOLVED

5.1 Ayurvedic Cosmetics Perceived as High End Product
5.2 Low Product Penetration & Shelf Visibility
5.3 Restricted Distribution Network
5.4 Less Focus on Advertising & Consumer Awareness Activities

6. AYURVEDIC COSMETICS MARKET FUTURE OUTLOOK 2018

7. REGULATORY & POLICY FRAMEWORK

+44 20 8123 2220
info@marketpublishers.com

8. COMPETITIVE LANDSCAPE

8.1 Khadi Gram Udyog/ Khadi and Village Industries Commission
8.1.1 Business Overview
8.1.2 Product Portfolio
8.2 Himalaya
8.2.1 Business Overview
8.2.2 Product Portfolio
8.3 Dabur Uveda
8.3.1 Business Overview
8.3.2 Product Portfolio
8.4 Lotus Herbals
8.4.1 Business Overview
8.4.2 Product Portfolio
8.5 Kama Ayurveda
8.5.1 Business Overview
8.5.2 Product Portfolio
8.6 Shahnaz Husain Group
8.6.1 Business Overview
8.6.2 Product Portfolio
8.7 Forest Essentials
8.7.1 Business Overview
8.7.2 Product Portfolio
8.8 Biotique
8.8.1 Business Overview
8.8.2 Product Portfolio
8.9 Fabindia
8.9.1 Business Overview
8.9.2 Product Portfolio

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

MARKET OVERVIEW

Figure 1-1: Ayurvedic Cosmetics Products Market (INR Crore/USD Million), 2012 & 2013
Figure 1-2: Ayurvedic Cosmetics Products Market Opportunity by Segment, 2012 & 2013

SKIN CARE SEGMENT

Figure 2-1: Ayurvedic Skin Care Products Market Opportunity (INR Crore/USD Million), 2012-2018
Figure 2-2: Share of Skin Care Segment in Ayurvedic Cosmetics Industry, 2012 & 2018
Figure 2-3: Ayurvedic Face Wash Market Opportunity (INR Crore/USD Million), 2012-2018
Figure 2-4: Ayurvedic Scrub Market Opportunity (INR Crore/USD Million), 2012-2018
Figure 2-5: Ayurvedic Moisturizer Market Opportunity (INR Crore/USD Million), 2012-2018
Figure 2-6: Ayurvedic Cream Market Opportunity (INR Crore/USD Million), 2012-2018

HAIR CARE SEGMENT

Figure 2-7: Ayurvedic Hair Care Products Market Opportunity (INR Crore/USD Million), 2012-2018
Figure 2-8: Share of Hair Care Segment in Ayurvedic Cosmetics Industry, 2012 & 2018
Figure 2-9: Ayurvedic Shampoo Market Opportunity (INR Crore/USD Million), 2012-2018
Figure 2-10: Ayurvedic Hair Oil Market Opportunity (INR Crore/USD Million), 2012-2018
Figure 2-11: Ayurvedic Conditioners Market Opportunity (INR Crore/USD Million), 2012-2018
Figure 2-12: Ayurvedic Dyes/Color Market Opportunity (INR Crore/USD Million), 2012-2018

MAKE-UP SEGMENT

Figure 2-13: Ayurvedic Makeup Products Market Opportunity (INR Crore/USD Million),

2012-2018
Figure 2-14: Share of Makeup Segment in Ayurvedic Cosmetics Industry, 2012 & 2018

FRAGRANCE SEGMENT

Figure 2-15: Ayurvedic Fragrance Market Opportunity (INR Crore/USD Million), 2012-2018
Figure 2-16: Share of Fragrance Segment in Ayurvedic Cosmetics Industry, 2012 & 2018

CONSUMER BEHAVIOR TOWARDS AYURVEDIC PRODUCTS

Figure 3-1: Consumer Preference for Ayurvedic Cosmetics Products
Figure 3-2: Consumer Perception Regarding Ayurvedic Cosmetics Products Pricing
Figure 3-3: Consumer Willingness to Pay Premium Price for Ayurvedic Cosmetics Products
Figure 3-4: Point of Purchase for Cosmetics Products
Figure 3-5: Point of Purchase for Ayurvedic Cosmetics Products
Figure 4-1: E-commerce Market (INR Crore/USD Billion), 2012-2018
Figure 4-2: Spa Market (INR Crore/USD Million), 2012-2018

FUTURE MARKET TREND

Figure 6-1: Ayurvedic Cosmetics Products Market Opportunity (INR Crore/USD Million), 2014-2018
Figure 6-2: Ayurvedic Cosmetics Products Market Opportunity by Segment, 2018

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: India Ayurvedic Cosmetics Market Opportunity Analysis 2018
Product link: https://marketpublishers.com/r/I67DE9C4526EN.html
Price: US$ 600.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/I67DE9C4526EN.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

Custumer 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