

# Make-Up in India - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/MBCDC0B40B62EN.html>

Date: December 2021

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: MBCDC0B40B62EN

## Abstracts

Make-Up in India - Market Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Make-Up in India industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The make-up market consists of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up segment consists of nail polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2020 exchange rates.

The Indian make-up market had total revenues of \$1.2bn in 2020, representing a compound annual growth rate (CAGR) of 8.9% between 2016 and 2020.

Market consumption volume increased with a CAGR of 4.5% between 2016 and 2020, to reach a total of 328.6 million units in 2020.

India's large population, rapid urbanization, increasing disposable incomes, and the desire to look good among the 'selfie generation' due to the growth of social media helped the market's growth.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the make-up market in India

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in India

Leading company profiles reveal details of key make-up market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the India make-up market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the India hot drinks market by value in 2020?

What will be the size of the India hot drinks market in 2025?

What factors are affecting the strength of competition in the India hot drinks market?

How has the market performed over the last five years?

Who are the top competitors in India's hot drinks market?

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