

# **India Hair Care Market Assessment, By Treatment Type [Anti-Dandruff, Hair Loss, Dry & Itchy Scalp, Dull & Frizzy Hair, White-Grey Hair, Others], By Product [Shampoo & Conditioning, Perming & Straightening, Styling Products, Hair Colouring, and Others], By Gender [Male, Female, Unisex], By End-user [Personal, Professional], By Distribution Channel [Online, Supermarkets & Hypermarkets, Retail Outlets, Specialty Stores, Departmental Stores, Dealers & Distributors, Pharmacy & Drug Stores, Others], By Region, Opportunities, and Forecast, FY2017-FY2031F**

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## **Abstracts**

India Hair Care Market will witness a CAGR of 6.86% during the forecast period FY2024-FY2031 and is estimated to reach USD 6.58 billion by FY2031 from USD 3.87 billion in FY2023. Ayurvedic and herbal hair care, rising consumer awareness for hair wellness, the introduction of private label hair care products by major salon chains and e-commerce players such as Toni & Guy, Nykaa, and Bblunt, coupled with rising demand for organic hair care products in India propelling the market demand for hair care in the country.

Due to environmental problems including pollution and UV radiation, hair damage has become a significant concern in India. Particularly working women and college students battle with dry hair, dandruff, and grey hair regularly. In addition, the use of chemical products, frequent heating of hair, and overuse of hair dyes are all factors for people's hair damage. People prefer organic hair care products to prevent damage and have

healthy, gorgeous hair as a result of all these issues. For instance, Embros Overseas, one of the industry's fastest-growing providers of cosmetics and personal care products, debuted its high-end 'Go Range' line of hair products in January 2021 under the name, St. Botanica. Vital plant extracts and organically produced components were used to make the products.

Additionally, there is a trend of changing hair styles from curly to straight and vice-versa which tends to surge the demand for perming and straightening segment. Ashba Botanics is India's first curly hair brand which offers curly hair products that are natural, clean and vegan. Its product range includes Curl Volumizing Foam, Flaxseed Curling Custard, Leave-in Conditioner, Curl Styling Serum, Curl Defining Gel, Hydrating Shampoo, and many others.

### Growing Demand for Herbal and Ayurvedic Hair Care Products

India is renowned for using herbal and ayurvedic substances in a variety of medications and goods. The benefits of employing herbal ingredients in haircare products are well-known to consumers. Thus, the use of natural and herbal substances in hair care products is more prevalent. In June 2022, the first natural black hair colour shampoo was introduced by Absolutely Ayur, a brand of SuperCluster Pi (House of Brands). It was developed with components that combine the benefits of Ayurveda and Modern Science. Long-term market expansion has been enabled by rising consumer demand for organic and herbal hair care products such as shampoos, oils, conditioners, hair gels, and others based on olive oil. Government has also prohibited the use of some chemicals, such as ammonia in the production of hair care products. As a result, organic producers now have a clear roadmap and a set of guidelines to follow as they aggressively enter the hair care market.

Consumer preference and knowledge of organic and herbal hair care products over synthetic treatments are expected to grow, opening up a wealth of business prospects for those involved in organic hair care. For instance, after several months of research conducted by scientists, Tamil Nadu Medical Plant Farms and Herbal Medicine Corporation Limited (TAMPCOL) introduced six chemical-free, herbal beauty products, including shampoo, hair oil, and soaps in April 2023.

### Surge in Online Sales

Because of the ease and speed of the sales channels, e-commerce sales of cosmetics and personal care items are rising in India. Because of busy schedules and

urbanization, people choose to purchase goods from online stores like Flipkart, Amazon, Myntra, Nykaa, Meesho, and many more. Customers have many alternatives on e-commerce platforms since a broad variety of items are offered. Online retailers also offer consumers premium and international goods. In addition, promotions and discount offers attract customers to e-commerce websites which are extending their reach to a variety of businesses and incorporating their product catalogues. For instance, Nykaa Naturals introduced a new Natural Hair Care Range in February 2021. The items come in two varieties of shampoo and conditioner: apple cider vinegar & ginger and onion & fenugreek. The products were also available to be purchased through Nykaa's online store.

### Growing Hair Concerns Due to Pollution and UV Rays

Today's Indian consumers are more concerned about pollution, UV radiation, and hair loss. In addition to adding fundamental advantages like nourishing and smoothing, brands are now expected to provide products with sophisticated advantages. Companies can connect with fast-paced city dwellers who want to preserve their hair with the least amount of work by making more complex claims and offering a variety of benefits. The perception that pollution affects the appearance of hair is shared by 2 out of 5 Indian consumers, providing companies with a substantial opportunity to address this growing problem.

Consumer interest in pollution-proof claims in the sector of scalp and hair care is being driven by these worries. The haircare market in India would be redefined by-products with useful elements including antioxidants that shield against UV radiation, heat, and pollution.

### Emerging E-trials/Digital Diagnostics Market

Consumers are no longer searching for a 'one-size fits all' strategy. These days, they select specialized products made just for them. Brands are utilizing the A+ (AR + AI) edge in response to this desire for customization. AI-driven skin/hair diagnostics, AR-based makeup try-on, and 1:1 customized products/routines are now available for every customer. Additionally, brands are using AI platforms for diagnosis. CureSkin is one such AI-powered app that uses online skin assessments to help treat and improve the health of skin and hair and is supported by a team of 20 in-house doctors. These technologies, for instance, virtually identify typical hair/scalp issues like oiliness, dandruff, dryness, breakage, etc., enabling brands to give customers customized hair care solutions. In addition, AR-based apps are assisting firms in helping consumers

recreate this experience at home by allowing them to play with a wide range of products, cosmetics, and hair colour styles. They provide better product trials than in-store.

### Impact of COVID-19

The worldwide COVID-19 pandemic totally stunned the beauty sector, which included skincare products, colour cosmetics, perfumes, personal care items, and hair care items, among other things. First-quarter sales were particularly sluggish, and widespread closures were seen all around the world. As a non-essential commodity, hair care items saw an abrupt halt in sales at the following three primary places of sale: The entire shutdown of services was ordered for shopping centres, salons, and e-commerce websites. Around the time Unlock 1.0 launched in India in June of 2020, sales of a few product categories began to pick up again as distribution channels like e-commerce, independent stores, etc. opened up and resumed offering their services. As the companies began offering home delivery services, a rise in pent-up demand was seen in a few product categories including Hair-Colour items and a few Beauty care products.

### Key Players Landscape and Outlook

The market under study is extremely competitive by nature because there are so many local and international businesses operating in India hair care market. Patanjali Ayurved Limited, The Procter & Gamble (P&G) Company, Himalaya Wellness Company, Body Cupid Pvt Ltd., and Marico Limited are some of the prominent businesses in the area. Because of globalization, most businesses are actively engaged in product innovation and mergers and acquisitions since top international corporations have a sizable portion of the market. These major firms may maintain their control over other regional competitors in the sector thanks to the strategy underlying mergers and acquisitions.

Furthermore, new entrants are also trying to gain a substantial market share. In August 2022, with 18 distinct products under its umbrella, the plant-based skin and hair care brand OrgaGlo, managed by Prisha Consumers LLP, entered the personal care and cosmetics market in India, listed under the categories of body care, face care, hair care, and baby care. Products made by OrgaGlo are entirely free of dangerous chemicals and made with substances obtained from plants.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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