

India Hair Care Market Analysis by Type (Conditioners, Shampoos, Colourants, Salon Hair Care and Styling Agents) Forecast and Opportunities, 2016-2021

<https://marketpublishers.com/r/I9AD1874369EN.html>

Date: August 2016

Pages: 100

Price: US\$ 2,400.00 (Single User License)

ID: I9AD1874369EN

Abstracts

Hair care market in India has been registering double digits growth in the past few years, and it is likely to see modest demand till 2021. At macro level India has been recording the highest GDP growth among major economies and it registered GDP growth rate of over 7% during 2015-16. And, consequently average Indians have witnessed a rise in their personal disposable incomes. Hair care market in India continues to see more changes as Indian consumers are showing high preference for premium hair care products. And, the market for these products is burgeoning in the country.

India is the world second largest country in terms of population and the consumer base is already high for these products. Besides, factors like urbanisation, growing literacy and rising internet penetration have changed the consumption pattern in the country which has been well supported by improvement in employment opportunities in cities and government's effort to boost rural income.

According to "India Hair Care Market Analysis By Type, Forecast and Opportunities, 2016-2021", Hair care market has grown with an impressive CAGR of over 16% during 2011-15 and it is forecast to grow with a CAGR of over 10% during 2016-21. Increase in the personal disposable income, growing urbanisation and change in consumption pattern coupled with improved retail presence across the country, are few of the factors driving the hair care products' consumption in India.

In 2015, 'conditioners' category held the largest market share in the country's hair

care market, and was followed by 'shampoos'. The prospect for hair care products remains bright in India and it is forecast to touch USD 5 billion by 2021. As far as competitive landscape is concerned, India hair care market is a fragmented market with many players operating within different category. However, Hindustan Unilever is the market leader due to its wide product offering in every category and omni presence distribution strategy. India Hair Care Market Analysis by Type, Forecast and Opportunities, 2016-2021 elaborates the following aspects of hair care market in the country.

India Hair Care Market Size, Share & Forecast

Segmental Analysis - By Type (Conditioners, Shampoos, Colourants, Salon Hair Care and Styling Agents) By Company and By Region

India Macro Economic Analysis

Policy and Regulatory Landscape

Micro Market Trends & Developments

Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

To have a comprehensive understanding of India Hair Care market

To help hair care companies in making informed decision through in-depth knowledge of the macro drivers, challenges and on-going industry trends

To obtain competitive advantage over your rivals

To add weight to presentations and marketing material

To avail 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer's specific needs

Research Methodology

India Hair Care Market Analysis by Type (Conditioners, Shampoos, Colourants, Salon Hair Care and Styling Agent...

Marketmonitor uses primary and secondary sources to collect the information and validates them to present the 360 degree view of the industry. Primary research includes interviews with hair care companies, retailers and industry analysts while Secondary research focuses on intensive and extensive search of relevant publications i.e. industry magazines, public and private institutions' industry studies, company annual reports, and other proprietary databases.

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