

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

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.

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. ANALYST VIEW

4. GLOBAL HAIR CARE MARKET OVERVIEW

5. INDIA HAIR CARE MARKET OUTLOOK

5.1. Market size and Forecast By Value & Volume

5.2. Market Share and Forecast

5.2.1 By Product Type

5.2.2 By Company

5.2.3 By Region

6. INDIA CONDITIONERS MARKET OUTLOOK

6.1. Market size and Forecast By Value

6.2. Market Share and Forecast By Company

6.3. Pricing Analysis

7. INDIA SHAMPOOS MARKET OUTLOOK

7.1. Market size and Forecast By Value

7.2. Market Share and Forecast By Company

7.3. Pricing Analysis

8. INDIA COLOURANTS MARKET OUTLOOK

8.1. Market size and Forecast By Value

8.2. Market Share and Forecast By Company

8.3. Pricing Analysis

9. INDIA SALON HAIR CARE MARKET OUTLOOK

- 9.1. Market size and Forecast By Value
- 9.2. Market Share and Forecast By Company
- 9.3. Pricing Analysis

10. INDIA STYLING AGENTS MARKET OUTLOOK

- 10.1. Market size and Forecast By Value
- 10.2. Market Share and Forecast By Company
- 10.3. Pricing Analysis

11. SUPPLY CHAIN ANALYSIS

12. MARKET DYNAMICS

- 12.1. Drivers
- 12.2. Challenges

13. TRENDS AND DEVELOPMENTS

14. POLICY AND REGULATORY LANDSCAPE

15. INDIA ECONOMIC ANALYSIS

- 15.1. India Economic Profile
- 15.2. Economic Analysis

16. COMPETITIVE LANDSCAPE

- 16.1. Hindustan Unilever Ltd
- 16.2. Dabur India Ltd
- 16.3. Marico Ltd
- 16.4. L'Oreal India Pvt Ltd
- 16.5. Procter & Gamble Home Products Ltd
- 16.6. Godrej Consumer Products Ltd
- 16.7. Emami Ltd
- 16.8. Hygienic Research Institute
- 16.9. CavinKare Pvt Ltd
- 16.10. Bajaj Corp Ltd.

17. STRATEGIC RECOMMENDATIONS

List Of Figures

LIST OF FIGURES

1. India Hair Care Market Size, By Value (USD Million) 2011-2021F
2. India Hair Care Market Share, By Type, By Value, 2011-2021F
3. India Hair Care Market Share, By Company, By Value, 2011-2021F
4. India Hair Care Market Share, By Region, By Value, 2011-2021F
5. India Conditioners Market Size, By Value (USD Million), 2011-2021F
6. India Conditioners Market Share, By Value, 2015-2021F
7. India Shampoos Market Size, By Value (USD Million), 2011-2021F
8. India Shampoos Market Share, By Value, 2015-2021F
9. India Colourants Market Size, By Value (USD Million), 2011-2021F
10. India Colourants Market Share, By Value, 2015-2021F
11. India Salon Hair Care Market Size, By Value (USD Million), 2011-2021F
12. India Inflation Rate, All Items (2011-2016E)
13. India Salon Hair Care Market Share, By Value, 2015-2021F
14. India Styling Agents Market Size, By Value (USD Million), 2011-2021F
15. India Styling Agents Market Share, By Value, 2015-2021F
16. India Disposable Income, USD (2011-2016E)
17. India Population, in Million (2011-2015)
18. India Internet Penetration (%) 2011-2016F
19. India Urban Population, 2011-2016F
20. India Demographic Distribution, 2015

List Of Tables

LIST OF TABLES

1. West Region Population (Million), 2015
2. South Region Population (Million), 2015
3. North Region Population (Million), 2015
4. East Region Population (Million), 2015
5. India Conditioners Prices, USD
6. India Shampoos Prices, USD
7. India Colourants Prices, USD
8. India Salon Hair Care Prices, USD
9. India Styling Agents Prices, USD

I would like to order

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

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

Price: US\$ 2,400.00 (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/I9AD1874369EN.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**

Customer 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

