

Booming Indian Personal Care Ingredients Market Outlook 2019

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Abstracts

The personal care ingredient market in India is growing at almost double the pace of developed markets of the US and Europe. With the personal care industry witnessing a cumulative annual growth rate of around 14%, the demand for personal care ingredients too has risen at an almost equal pace. Analyzing the market trends during the past decade, it is evident that the personal care market has driven from general purpose products to specialty products. Individuals have become more conscious about their body/skin types and demand for custom products. This, in turn, has enhanced the demand for specialty ingredients in the personal care products.

The demand for active ingredients has grown at a fast pace as personal care product manufacturers demand specialty ingredients to impart functional benefits to the products. For instance, the demand for UV filters is growing due to increased application in sunscreens, face creams/lotions. Similarly, anti-ageing ingredients too are gaining traction as customers are looking for anti-ageing creams claiming wrinkle free, young skin. The inactive ingredients market too has grown on the back of multifunctional ingredients. On the back of positive developments, the market for personal care ingredients shall grow at a CAGR of over 10% during 2014-2019.

RNCOS' latest research report titled "Booming Indian Personal Care Ingredients Market Outlook 2019", aims to provide a comprehensive analysis of the market. The report covers current and projected performance of the market and its segments. In-depth analysis of active and inactive ingredient markets, their sub segments shall prove beneficial for the players operating/entering in these segments. Besides highlighting the opportunities in the form of industry trends, the study profiles the key players in the industry along with their product portfolio. The supply chain model and regulatory framework have been described in the report. Importantly, the research report also

presents the market projections for the personal care market, which is the consumer industry for the ingredients. We believe the report shall serve as a business strategy guide for the market entrants/incumbents and strategy formulators.

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