

Indian Cosmetic Market Outlook 2018

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Abstracts

The Indian cosmetic industry has seen rapid strides over the past few years. With the development of cosmetic industry in the country, there has been influx of many international brands. The entry of more number of cosmetic brands in the Indian market has also been provoked by growing demand of branded products among people due to aggressive advertising strategies of players coupled with immense western influence. New product launches catering to consumers' growing requirements are also fuelling growth in the industry, carving bright prospects for the industry in the future.

Our recent market research report, "Indian Cosmetic Market Outlook 2018", portrays the current and future scenario of cosmetic industry in India. As per our research findings, cosmetics market, once female dominated, has started earning high revenues from male counterparts as well, by catering to male-specific needs especially in creams and lotions. The revenue generated through male cosmetic market has increased the total revenue of Indian cosmetic industry.

For the study, we have conducted interviews with various industry experts, such as cosmetic product manufacturers and suppliers, in order to develop a keen insight of the market performance and future trends. Extensive research and analysis of the cosmetic industry revealed that the share of hair care market is maximum in the cosmetic industry, with hair oil being the dominant segment. In future, although hair oil is expected to remain the leading market but hair color will attain the fastest growth rate in the segment.

Herbal cosmetic products are increasing foothold in the Indian cosmetics industry with the growing demand for natural products and awareness about their benefits among the population. As per our analysis, it is expected that this high demand will be lead by Southern India, as the region is more inclined towards home-made natural cosmetic products.

The report also covers the SWOT analysis of key industry players along with their business overview, and recent developments.

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