

Indian Herbal Cosmetic Market Outlook 2022

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Abstracts

The Herbal Cosmetic industry in India has been developing in a faster pace. It is observing influx of many national and international brands. The demand for herbal cosmetic products is provoked by changing lifestyles of the consumers, growing awareness among them regarding the harm caused to their bodies after usage of chemical-based cosmetics products, and increasing concern among the population to look good. Further, it is anticipated that the Indian Herbal Cosmetic industry is expected to reach INR 316 Billion by 2022, growing at a CAGR of 19% over the forecasted period of 2017–2022.

Our recent market research report, “Indian Herbal Cosmetic Market Outlook 2022”, portrays the current and future scenario of cosmetic industry in India. India is pioneer in introduction of herbal cosmetics to the world. As per our research findings, new product launches catering to consumers’ diversified needs along with wide product portfolio offered by the herbal cosmetic brands meeting requirements of the consumers is fuelling the industry growth.

For the study, we have conducted interviews with various industry experts, such as herbal cosmetic product manufacturers and suppliers, in order to develop a keen insight of the market performance and future trends. To gain insights on consumer behaviour patterns telephonic interviews were conducted and after analysis it was found that average spending on non-herbal cosmetics were more as compared to herbal cosmetics, secondly it was found that females prefer usage of herbal cosmetics over chemical based cosmetic products.

Moreover, our study also finds that there has been a significant increase in number of existing cosmetic brands focusing more towards Herbal cosmetic segment. For complete understanding of the Herbal Cosmetic industry, we have identified major Herbal cosmetic brands. The report also provides Indian Herbal cosmetic industry

recent developments, along with the market forecast till 2022.

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