

Indian Skin Care Market Outlook 2020

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Abstracts

The skin care industry is a part of the FMCG sector, and is considered as one of the rapidly growing dynamic markets in India. Now-a-days, environmental aggression made the people very conscious about their skin care, as the skin is the largest organ in the human body and the most exposed to external conditions. The common skin problems faced by Indian people are skin darkening, patchy skin, acne spots and sunburns. Moreover, the awareness about the harmful effects of UV rays and other climatic factors on skin leads the consumer to be more specified about the cosmetic products as per the skin requirements.

Our recent market research report, "Indian Skin Care Market Outlook 2020", illustrates the current and future scenario of all the segments in Indian Skin care industry. Thorough interviews with industry experts have been conducted to get the insight for current market scenario and highlight the areas offering promising possibilities for companies to boost their growth. In current scenario, cosmetics companies are modifying their product portfolio with new innovations as per the changing needs and preferences of the people to accomplish the skin care products demand amongst the consumers.

A detailed study has been conducted by analysts to decipher current and future regional market of the creams & lotions, facewash and talcum powder, in accordance to which, creams & lotions occupy the largest share in the skin care market which is one of the leading segments of the FMCG sector. In future, although creams and lotions are anticipated to remain the leading market, but facewash and talcum powder markets are expected to attain a steady growth rate, followed by the market for face scrubs and face packs.

Further, extensive research and analysis also revealed that the demand for organic cosmetics consumption is on the rise, emphasizing a spectacular growth in the Indian

cosmetic market. Penetration in this segment seems to be remarkable, with many domestic and international players eyeing the opportunity. The organic skin care market is poised to grow at a CAGR of nearly 20% for the forecast period of 2016-2020. Additionally, it is revealed that the highest demand of all the segments market will come from Northern region.

Furthermore, the players are developing their R&D capabilities to further customize products for Indian consumers, create greater awareness among the middle class, and ensure effective distribution reach to service them. The international players as well as the domestic players marked their imprint by serving the wide range of skin care products amongst the Indian people, and also modernized their product ranges with the herbal conception. The report also covers the SWOT analysis of key industry players, along with their business overview and recent developments.

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