

# Indian Hair Care Market Forecast to 2015

<https://marketpublishers.com/r/I328973229FEN.html>

Date: May 2012

Pages: 31

Price: US\$ 250.00 (Single User License)

ID: I328973229FEN

## Abstracts

In the past few years, beauty concerns have risen among both men and women in India, and this has given a significant boost to the country's cosmetics industry, especially the hair care market. According to our latest research report on the Indian hair care market, segments like hair oil, shampoo, gel, and hair color have witnessed an unprecedented growth in the sales. It is estimated that the hair oil market in India will cross the INR 100 Billion-mark in future.

The report, "Indian Hair Care Market Forecast to 2015", says that the increasing desire to look presentable and stylish is driving the markets. The Indian Hair Care market is derived by analyzing and studying its sub-segments including: hair oil, shampoo, conditioners, hair color and gel. Besides, our extensive study also discusses why the markets for hair oil, shampoo, conditioners, hair color and gel are growing in India and in which direction they are likely to move in the coming years.

It is expected that the market will maintain its growth pace by launching new and innovative products, and thus, it holds promising prospects for both existing and new players. In this regard, our research studies the profiles of key market players, including Hindustan Unilever and Marico. Overall, the report aims at presenting an unbiased picture of the Indian hair care market to clients.

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