

# Indian Skin Care Market Forecast to 2015

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Date: May 2012

Pages: 33

Price: US\$ 250.00 (Single User License)

ID: I35A580B369EN

## Abstracts

Rising beauty concerns, improving purchasing power, and increasing influence of media are propelling the Indian skin care market that has grown exceptionally in the last few years. In the Indian beauty industry, skin care has been one of the fastest growing segments. As per the estimations, carried out in our latest research report, the market will register more than 18% CAGR during 2011-2015 as the demand for skincare products will continue to increase across India.

According to our comprehensive study, “Indian Skin Care Market Forecast to 2015”, people, in India, now gives more importance to branded products. They are increasingly shifting towards more customized skin care solutions. Our report discusses how the markets for face creams/lotions, talcum powder and face wash are performing in the country, and in which direction they are likely to proceed in the coming years. It also forecasts the share of skin care products in overall skin care market. Additionally, it also talks about the emerging trends like growing usage of anti-aging creams and nutricosmetics.

Our extensive research work found that companies nowadays offer customer-centric products. For a clear understanding of the market, the study includes profiles and recent activities of key players, including Hindustan Unilever and L’Oreal. Overall, the report aims at presenting a comprehensible and objective picture of the Indian skin care market to clients that would certainly help them in sound decision-making.

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