

# **India Cosmetics Market By Category (Body Care, Hair Care, Color Cosmetics, Fragrances, Others), By Pricing (Mass Vs. Premium), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Pharmacy & Drug Stores, Online, Non-Retail), By Region, By Company, Forecast & Opportunities, 2019-2029F**

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## **Abstracts**

The India cosmetics market is anticipated to grow during the forecast period owing to rising trend of working women population, availability of differentiated skin categorized products, awareness for vegan cosmetics, growing number of domestic and international players in market, and increasing skin & hair related issues.

### India Cosmetics Market Scope

Cosmetics are products that are applied to the body to enhance, beautify, or alter a person's appearance. It can be used for a variety of purposes, such as to enhance natural beauty, conceal imperfections, protection of the skin from harmful sunrays or pollution within the surrounding, and addition of grace to one's persona.

On the basis of category, the India cosmetics market is segmented into body care, hair care, color cosmetics, fragrances, and others. Body care includes products such as body lotions, body creams, sunscreens, body scrubs, etc., which are helpful in taking care of the body parts in general. Hair care includes products such as shampoos, conditioners, oils, serums, etc. that maintain and improve the health, texture, and appearance of hair. Color cosmetics are the products that include facial make-up, lip care products, and eye make-up which are used to enhance or alter the appearance of

a person. Fragrances include products that give pleasant smell or odors such as perfumes, deodorants, body mists, etc. Therefore, all these product categories are helpful in improving the person's overall personality which is expected to further fuel India cosmetics market during the forecast period.

## India Cosmetics Market Overview

The cosmetics market in India has been growing significantly in recent years, driven by factors such as rising number of skin-related & hair-related issues, and increasing awareness about personal grooming and availability of variety of beauty care products with differentiated categories of offerings such as skincare, haircare, makeup, fragrances, and personal hygiene products. The India cosmetics market is witnessing a significant trend toward natural and organic ingredients-based products as they are made from natural ingredients and free from harmful chemicals. This trend is particularly prevalent among younger consumers who are more conscious about the impact of their purchasing decisions on the environment.

Moreover, the India cosmetics market is observing a significant support with the rise of e-commerce platforms. According to ecommerce enabler Unicommerce, India's e-commerce industry observed 36.8% year-on-year growth in the year 2022. Online sales of cosmetics has been growing rapidly in recent years, driven by the convenience and accessibility of online shopping. This factor is particularly prevalent in urban areas, where consumers are more comfortable with online shopping and have greater access to the internet.

Furthermore, in terms of region, the India cosmetics market is segmented into North, West, South, East. Among these, the North region has a significant share in the market during the forecast period owing to increasing demand from working women population, rising awareness for eco-friendly & organic products, and rising usage of color cosmetic products. Additionally, there is an increasing demand for premium and luxury cosmetics, as consumers become more willing to spend on high-end products that offer better quality and results. These factors are expected to drive the North India cosmetic industry growth during the forecast period.

## India Cosmetics Market Drivers

India cosmetics market is expected to grow during the forecast period owing to the rising availability of cosmetics products within the market. However, among the varieties of cosmetic products. In particular the demand of color cosmetics products is increasing

with the growing adoption of western culture in India. To cater to the rising demand for color cosmetics, the companies are focusing toward introducing new products in order to have a competitive edge in the India market. For instance, in the year 2022, Alix Avien Paris launched the beauty and cosmetic products in India such as anti-aging foundation, baked blush, matte lipstick, and waterproof mascara and all these products are considered to be skin-friendly and helpful in making the skin nourished and hydrated.

Another important factor that is expected to drive the cosmetics market during the forecast period is shifting consumer preference toward personal grooming. There has been a significant shift in attitude toward personal grooming in India, with increasing number of consumers looking to improve their appearance and enhance their self-esteem through the use of cosmetics. Therefore, all these factors are expected to drive the India cosmetics market growth during the forecast period.

### India Cosmetics Market Trends

Major trends in India cosmetics market are increasing popularity of vegan cosmetics in the country as consumers in India are becoming aware of animal-cruelty and in order to fulfill the requirements of the consumers, manufacturers are focusing on reducing the usage of animal-based testing in making products due to increasing consumer awareness regarding animal-cruelty. Moreover, to cater to this trend, many companies are introducing vegan cosmetic products in the market. For instance, in the year 2021, e.l.f. Cosmetics launched vegan cosmetic products in India. The brand launched a wide range of vegan cosmetics from skincare to a variety of makeup products such as lipsticks, eyeshadows, primers, HD highlighting powders and makeup brushes.

Furthermore, increasing demand and introduction of herbal products in country are fueling the India cosmetics market growth around the country. For instance, in the year 2021, Gujarat based Vasu Healthcare Pvt. Ltd. launched a new line of herbal skin care products in Indian market, under the brand name 'Vasu Naturals, '. The company has introduced a wide range of herbal skincare products in the personal care category, including face washes, shower gels, body lotions, skin creams, face masks, and face scrubs.

### India Cosmetics Market Challenges

Major challenges in the India cosmetics market are using chemicals or preservatives in manufacturing of various cosmetic products, which could be harmful for skin and other

body parts of the consumers. Moreover, frequent use of chemical-based color cosmetics for the eyes and lips can result in a variety of skin problems such as acne, wrinkles, anti-aging, and dark circles, etc. Therefore, rising consumer awareness regarding harmful effects of chemical-based cosmetic products can hamper the India cosmetics market growth during the forecast period.

Furthermore, the higher competition among companies in India due to the increasing presence of domestic and international players in the market also impede the growth of the India cosmetics market.

### India Cosmetics Market Opportunities

The growing popularity of organic cosmetics in India is projected to present the industry with significant opportunities in the near future. Along with that, increasing consumer awareness regarding organic cosmetics and its skin-beneficial effects are further driving the demand among customers to prefer organic cosmetics over chemical-based cosmetics, thereby driving the India cosmetics market growth. Moreover, in order to cater to this trend, the manufacturers are introducing organic cosmetics in the Indian market. For instance, in 2022, Samisha Organic an Indian brand expanded its product offering in the market with the introduction of four new organic skin care products such as moisturizers, foot care creams, face wash, and hair and nail care creams. Similarly, as a result various companies are aiming to reach a wide range of audience with the help of these new products to gain a substantial share within the India cosmetics market.

Furthermore, rising trend of vegan cosmetics in India because these products are free from toxic additives or preservatives also provide a great opportunity to the vegan cosmetics products in order to have a competitive edge in the India cosmetics market. The vegan cosmetics include natural ingredients such as seaweed, tea tree oil, vitamin E, aloe vera, chamomile, and vitamin C which are helpful for the skin and the body of the users. These are certain influential factors influencing the market growth.

### Market Players

Lotus Herbals Pvt. Limited, L'Oréal India Pvt Ltd, Oriflame India Private Limited, Emami Limited, Marico Limited, NIVEA India Private Limited, Dabur India Limited, Godrej Consumer Products Limited, Procter & Gamble Home Products Private Limited, and Hindustan Unilever Limited, etc. are the major market players in the India cosmetics market.

## Market Segmentation

The India cosmetics market is segmented into category, pricing, distribution channel, and region. Based on category, the market is segmented into body care, hair care, color cosmetics, fragrances, and others. Based on the pricing, the market is segmented into mass and premium. Based on distribution channel, the market is segmented into supermarkets/hypermarkets, specialty stores, pharmacy & drug stores, online and non-retail. The market is also segmented on the basis of region.

## Report Scope:

In this report, the India cosmetics market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### India Cosmetics Market, By Category:

Body Care

Hair Care

Color Cosmetics

Fragrances

Others

### India Cosmetics Market, By Pricing:

Mass

Premium

### India Cosmetics Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Pharmacy & Drug Stores

Online

Non-Retail

India Cosmetics Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India cosmetics market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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