

India Cosmetics Market, By Category (Body Care, Hair Care, Color Cosmetics, Men's Grooming, Fragrances, Others), By Distribution Channel (General Stores, Supermarket/Hyper Market, Specialty Stores, Online Sales Channel, Others), By Region, Competition, Forecast & Opportunities, FY2026

<https://marketpublishers.com/r/I93EC7899373EN.html>

Date: January 2021

Pages: 91

Price: US\$ 4,400.00 (Single User License)

ID: I93EC7899373EN

Abstracts

India cosmetics market was valued USD 13191.23 Million in FY2020 and is forecast to grow at double digit CAGR of 16.39% through FY2026 to reach USD 28985.33 Million by FY2026. Anticipated growth in the market can be attributed to growing disposable income leading to increasing purchasing power of the people. Emergence of online retail and increasing inclination of youth towards skin care and other grooming products is another key factor which is expected to drive the cosmetics market during the forecast period. Moreover, rising consumer awareness and preference to buy advanced skin care products which not only make them look beautiful but also enhance their skin type is also leading to huge demand for cosmetics products.

Increasing demand for herbal cosmetic products among Indian consumers is also creating a wide growth opportunity for manufacturers. Rising awareness towards body aesthetics, especially among women is making India one of the largest consumers of cosmetic products around the world.

India cosmetics market is categorized based on category, distribution channel and competition. Based on category, the market is categorized into body care, hair care, color cosmetics, men's grooming ,fragrances, others. Body care products which include products such as hand cream, body lotion, among others led the market with share of 45.01% in FY2020 and the trend is forecast to continue in the coming years as well.

Some of the leading players operating in India cosmetics market are Lotus Herbals Pvt. Limited, L'Oréal India Pvt. Ltd., Oriflame India Private Limited, Emami Ltd., Marico Ltd., Nivea India Pvt. Ltd., Dabur India Limited, Godrej Consumer Products Ltd., Procter & Gamble Home Products Private Limited, and Hindustan Unilever Limited, among others. Leading companies are working on bring more innovative products which suits the demand of the consumers. Also, they are taking up other growth strategies like merger and acquisitions to increase their market share.

Years considered for this report:

Historical Years: FY2014-FY2019

Base Year: FY2020

Estimated Year: FY2021

Forecast Period: FY2022-FY2026

Objective of the Study:

To analyze and forecast the market size of India cosmetics market.

To define, classify and forecast the India cosmetics market based on category, distribution channel and company.

To identify tailwinds and headwinds for the India cosmetics market.

To strategically profile the leading players, which are involved in the operation of the industry in the country.

TechSci Research performed primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of cosmetics manufacturers and suppliers in India. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include manufacturers that could not be identified due to the limitations of secondary research. TechSci Research analysed product offerings, distribution channel and regional presence of all major companies in the industry.

TechSci Research calculated the market size for the India cosmetics market using a bottom-up approach, wherein manufacturers' value data for different type of cosmetics

was recorded as well as forecast for the future years was made. TechSci Research sourced these values from industry experts and company representatives, and externally validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as company annual reports, white papers, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

India cosmetics market companies

Research organizations and consulting companies

Organizations, associations and alliances related to the India cosmetics market and cosmetics industry

Government bodies such as regulating authorities and policymakers

Industry associations

The study is useful in providing answers to several critical questions that are important for industry stakeholders, such as manufacturers, distributors, dealers and policymakers, about which market segments should be targeted over cosmetics outlets in coming years to strategize investments and capitalize on growth of the market.

Report Scope:

In this report, India cosmetics market has been segmented into 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

Men's Grooming

Others

India Cosmetics Market, By Distribution Channel:

General Store

Supermarket/Hyper market

Specialty Stores

Online Sales Channel

Others

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in 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).

Profit Margin Analysis

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- 3.Oriflame India Private Limited
- 4.Emami Ltd.
- 5.Marico Ltd.
- 6.Nivea India Pvt. Ltd.
- 7.Dabur India Limited
- 8.Godrej Consumer Products Ltd.

9. Procter & Gamble Home Products Private Limited
10. Hindustan Unilever Limited

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