

# **India Men's Grooming Products Market, By Product Type (Fragrance, Shaving, Skincare, Haircare and Moustache & Beard Grooming), By Sales Channel (Supermarket/ Hypermarket, Grocery/Retail Store, online, etc.), Competition Forecast & Opportunities, 2012 – 2022**

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## **Abstracts**

Rising number of consumers with early ageing problems, increasing disposable income and expanding young working population are aiding the India men's grooming products market. Moreover, rapid urbanization and adoption of western culture along with changing lifestyle and awareness regarding the consumption of grooming products to reduce ageing problems, are some of the other factors expected to propel demand for India men's grooming products over the next five years.

According to "India Men's Grooming Products Market, Competition Forecast & Opportunities, 2012 – 2022", India men's grooming products is projected to grow at a CAGR of over 15%, in value terms, during 2017-2022. Some of the major players operating in the India men's grooming products market are Gillette India Limited, Hindustan Unilever Limited, Nivea India Private Limited, L'Oréal India Private Limited, J. K. Helene Curtis Limited, Emami Limited, Godrej Consumer Products Limited, ITC Limited, PGHH, Himalaya Drug Company, etc. "India Men's Grooming Products Market, Competition Forecast & Opportunities, 2012 – 2022" discusses the following aspects of men's grooming products market across India:

India Men's Grooming Products Market Size, Share & Forecast

Segmental Analysis – By Product Type (Fragrance, Shaving, Skincare, Haircare

and Moustache & Beard Grooming) and By Sales Channel  
(Supermarket/Hypermarket, Grocery/Retail Store, Online & Others)

Changing Market Trends and Emerging Opportunities

Competitive Landscape and Strategic Recommendations

## **WHY YOU SHOULD BUY THIS REPORT?**

To gain an in-depth understanding of India Men's Grooming Products market.

To identify the on-going trends and anticipated growth in the next five years

To help industry consultants, manufacturers and other stakeholders align their market-centric strategies

To obtain research based business decisions and add weight to presentations and marketing material

To avail 10% customization in the report without any extra charges and get research data or trends added in the report as per the buyer's specific needs

## **REPORT METHODOLOGY**

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with India men's grooming products manufacturers, distributors, dealers and policy makers. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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5. J. K. Helene Curtis Limited
6. Emami Limited
7. Godrej Consumer Product Limited
8. ITC Limited
9. Procter & Gamble Hygiene & Health Care Limited
10. Himalaya Drug Company

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