

India Personal Grooming Market, By Product Type (Hair Dryers, Hair Straighteners, Hair Curlers and Trimmers & Shavers), By End User (Individual Customer and Institutional Customer), By Distribution Channel (Multi-Branded Stores, Hypermarkets/Supermarkets, Exclusive Stores, Online and Others (Direct Sales, Distributor & Dealers etc.)) By Region, Competition, Forecast & Opportunities, 2019-2029F

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Abstracts

India Personal Grooming market is experiencing high demand owing to the growing e-commerce channels in India and rising number of startups offering personal grooming products.

India Personal Grooming Market Scope

Maintaining and cleaning one's body parts is made possible through the practice of personal grooming. To maintain personal hygiene, people must wash and clean their body parts. Personal grooming plays an important part in developing a person's personality and boosting self-esteem. Products like hair dryers, hair straighteners, hair curlers, and trimmers and shavers are covered within the category of personal grooming.

India Personal Grooming Market Overview

The personal grooming market in India has witnessed significant growth in recent years.

Factors such as rising disposable income, changing lifestyles, increasing awareness about personal grooming, and the influence of social media have contributed to the market's expansion. Moreover, the emergence of e-commerce platforms and increased internet penetration has transformed the personal grooming market in India. Online retailing has provided consumers with easy access to a wide range of products and brands, contributing to the market growth.

India Personal Grooming Market Drivers

Rising awareness towards personal grooming is one influencing factor in the expansion of the personal grooming market in India. Consumers are becoming more and more conscious of the importance of proper hygiene and appearance. Consequently, the demand for personal grooming products like haircare and oral care has increased. There are a number of reasons for the rising concern for personal hygiene and appearance. The expanding impact of media and advertising is one of the primary causes. Media messages promoting the value of personal cleanliness and grooming are reaching more Indian consumers. In addition, there is a growing emphasis on education in India, which has led to more people becoming aware of the importance of personal hygiene and appearance.

Additionally, customers have become more conscious of the significance of climate sustainability. To this, several companies have released products that are sustainable in terms of their packaging and components.

In India, the industry for personal grooming is primarily fueled by e-commerce, due to which consumers now have more convenience, accessibility, and choice when buying personal grooming products. One of the main benefits of e-commerce is that it provides customers with the ability to compare pricing and product attributes across many brands and dealers, helping them make better purchasing decisions. A wide variety of personal grooming products are also offered via e-commerce platforms, including niche and specialty items that would not be found in traditional brick-and-mortar stores.

India Personal Grooming Market Trends

The personal grooming industry in India has been significantly impacted by social media, which has changed consumer behavior and increased demand for particular products and services. Social media platforms like Instagram and YouTube have become popular channels for beauty influencers to share their favorite products and techniques. Consumers are exposed to a wider variety of beauty trends and products,

leading to increased demand for certain types of personal grooming products. Social media has made it possible for users to share their personal experiences with personal care products, giving companies useful input and influencing the buying habits of their followers.

Social media has developed into an essential means for businesses to connect with their target market and raise brand awareness. Influencer marketing and social media advertising are being used by brands to advertise their goods and services. Social media has made it possible for businesses to interact with consumers directly, making personalized recommendations and responding to their issues, ultimately increasing consumer trust and brand loyalty.

India Personal Grooming Market Challenges

Counterfeit and imitation products pose a significant challenge in the personal grooming market in India. Counterfeit products are those that are intentionally made to look like genuine products, often infringing upon trademarks and copyrights, while imitation products are those that mimic the design or packaging of popular brands without directly infringing upon intellectual property rights. Moreover, counterfeit and imitation products often do not meet the same quality and safety standards as genuine products. They may lack proper testing and fail to comply with regulatory requirements. This can potentially harm consumers and damage the reputation of genuine brands.

The personal grooming market in India is highly fragmented, with a large number of small and medium-sized players competing for market share. This fragmentation can create challenges for new entrants looking to establish themselves in the market. With so many brands competing for market share, consumers in India may be less likely to be loyal to a particular brand. This can create a highly competitive environment where brands must continually innovate and offer new products to stay relevant.

Market Opportunities

In India, the market for men's grooming is expanding quickly. Previously, women were more likely to utilize personal grooming products, but in recent years, men have also started to purchase such products. Products for men's grooming encompass a variety of items, including skincare, haircare, beard care, shaving supplies, and perfumes. One of the major elements influencing the growth of men's grooming in India is the rising awareness among men for the importance of personal grooming and appearance. Men are willing to spend time and money

on grooming services and products as they become more self-aware of their appearance. Men's grooming has also expanded as a result of the development of social media and the impact of celebrities and influencers. Businesses are taking advantage of this trend by providing a variety of men's grooming items that meet various demands and tastes. For instance, businesses currently offer products created particularly for men's skincare, hair style, and beard care. Companies can profit from the rising demand for personal grooming items among Indian men by tapping into this expanding industry and providing a wide selection of affordable grooming goods and services.

The men's grooming market in India is a relatively untapped market with huge potential for growth. Men's grooming products have become increasingly popular in recent years, driven by a growing awareness of the importance of personal grooming and hygiene. Men's grooming products refer to a range of personal care products designed specifically for men, including haircare, and shaving products. Shaving products such as razors, shaving creams, and aftershave lotions are essential items in any men's grooming kit. Overall, the men's grooming market in India is growing rapidly, presenting significant opportunities for both domestic and international brands. However, it is important for companies to understand the unique needs and preferences of the Indian consumer and tailor their products and marketing strategies accordingly.

Market Segmentation

The India personal grooming market is fragmented based on product type, by end user and distribution channel. Based on product type, the market is segmented into hair dryers, hair straighteners, hair curlers and trimmers & shavers. On the basis of end user, the market is divided into individual customer and institutional customer. Further, based on distribution channel, the market is fragmented into multi-branded stores, hypermarkets/supermarkets, exclusive stores, online and others include direct sales, distributor & dealers etc.

Company Profiles

Philips India Limited, Panasonic India Private Limited, Vega Industries Private Limited, Procter & Gamble Hygiene & Health Care Ltd., Havells India Limited, Imagine Marketing Limited (Boat), Xiaomi Technology India Private Limited, Syska LED Lights Pvt Ltd, Dyson Technology India Pvt Ltd, Realme Mobile Telecommunications (India) Private

Limited are some of the leading companies in the India personal.

Report Scope:

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

India Personal Grooming Market, By Product Type:

Hair Dryers

Hair Straighteners

Hair Curlers

Trimmers & Shavers

India Personal Grooming Market, By End User:

Individual Customer

Institutional Customer

India Personal Grooming Market, By Distribution Channel:

Multi-Branded Stores

Hypermarkets/Supermarkets

Exclusive Stores

Online

Others (Direct Sales, Distributor & Dealers etc.)

India Personal Grooming Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India personal grooming 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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