

India Personal Grooming Market, By Product Type (Hair Dryer, Hair Straightener, etc.), By End User (Individual Customer & Institutional Customer), By Distribution Channel (Online Retail, Institutional Sales, etc.), Competition, Forecast & Opportunities, FY2026

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Abstracts

India female grooming market stood at USD226.95 million in FY2020 and is projected to grow at a CAGR of over 21.16% in the next five years. India male grooming market stood at USD208.22 million in FY2020 and is projected to grow at a CAGR of over 20.97% to cross USD590.54 million by FY2026. Growth in the personal grooming market of India can be attributed to rapid urbanization and growing consumer demand for more convenient and professional grooming products. Now a days, increased advertising campaigns aimed at youth population are influencing the current generation and growing penetration of various international brands are pushing the demand for grooming products among men and women of India. The companies are strategically focusing on attracting youth population by launching new innovative designs and user-friendly products, as millennials are more attracted towards such products. Furthermore, rising demand for professional products like hair curlers and hair straighteners has been witnessed in India owing to upcoming middle class with rising disposable income and youth population beyond 16 years who are highly influenced by aggressive marketing strategies and digital media. These factors are anticipated to fuel growth in India personal grooming market in the coming years as well.

India male grooming market can be segmented based on product type, end user, distribution channel and region. In terms of product type, market is split into shaver (electric) and trimmer. Trimmer segment led the market in FY2020 with share of over 73%. Increasing advertisements and growing sales volume of trimmer are expected to drive the trimmer market in the next five years as well.

Companies operating in the India personal grooming market include Philips India Limited, Panasonic India Private Limited, Vega Industries Private Limited, Procter & Gamble Hygiene & Health Care Ltd., Havells India Limited. Personal grooming majors are investing in research and development to launch new products and maintain their share in the competitive market. Launch of Panasonic's patented nanoe™ and platinum ions technology in hair dryer exemplifies that.

Years considered for this report:

Historical Years: FY2016-FY2019

Base Year: FY2020

Estimated Year: FY2021

Forecast Period: FY2022–FY2026

Objective of the Study:

To analyze and forecast market size of India personal grooming market.

To define, classify and forecast India personal grooming market on the basis of segment (Hair Dryers, Curlers, Straighteners, Trimmers and Shavers)

To scrutinize the detailed market segmentation and forecast the market size segmenting India personal grooming market into four regions namely, North Region, West Region, East Region and South Region.

To identify tailwinds and headwinds for India personal grooming market.

To get an idea about the consumers' behavior towards Brand Awareness, frequency of Personal Grooming Appliances, sources of information and factors influencing purchase decision.

To examine competitive developments such as expansions, new product launches, supply contracts and mergers & acquisitions in the India personal grooming market.

To evaluate competitor pricing, average market selling prices and trends in the India personal grooming market.

To strategically profile the leading players, which are involved in the supply of personal grooming products in India.

TechSci Research performed primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of personal grooming manufacturers and suppliers in India. Subsequently, we 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 analyzed product offerings, end use sector/s, and regional presence of all major personal grooming suppliers across the country.

TechSci Research calculated the market size for India personal grooming market using a bottom-up approach, wherein manufacturers' value sales data for different types of personal grooming products (Male Grooming and Female Grooming) was recorded and subsequently forecast for the future years. 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 personal grooming product manufacturers, suppliers and other stakeholders

Associations, organizations, associations and alliances related to personal grooming industry

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as personal grooming product manufacturers, distributors, dealers and policy makers to understand which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

Report Scope:

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

Market, by Segment

Female Grooming

Hair Dryers

Hair Straighteners

Hair Curlers

Trimmers & Shavers

Male Grooming

Trimmers

Shavers

Market, by Distribution Channel Type:

India Female Grooming

Multibranded Electronic Stores

Exclusive Brand Stores

Supermarkets/Hypermarkets

Online Retail

Institutional Sales

India Male Grooming

Multibranded Electronic Stores

Exclusive Brand Stores

Supermarkets/Hypermarkets

Online Retail

Institutional Sales

Traditional Retail

Market, by Geography:

North

East

West

South

Competitive Landscape

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

India Personal Grooming Market, By Product Type (Hair Dryer, Hair Straightener, etc.), By End User (Individual...

Channel Partner Analysis

Detailed list of distributors and dealers across the country.

Company Information

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

Product Information

Detailed analysis of new products in the market and their driving forces in the market.

Contents

1. FEMALE GROOMING: AN INTRODUCTION & CLASSIFICATION

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER- FEMALE

5. INDIA FEMALE GROOMING MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value & Volume

5.2. Market Share & Forecast

5.2.1. By Product Type (Hair Dryers, Hair Straighteners, Hair Curlers and Trimmers & Shavers)

5.2.2. By End User (Individual Customer and Institutional Customer)

5.2.3. By Distribution Channel (Multibranded Electronic Stores, Exclusive Brand Stores, Supermarkets/Hypermarkets, Online Retail and Institutional Sales)

5.2.4. By Region (North, East, South, West)

5.2.5. By Company

5.3. Market Attractiveness Index (By Product Type; End User; Distribution Channel and Region)

6. INDIA HAIR DRYERS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value & Volume

6.2. Market Share & Forecast

6.2.1. By Product Type (Cordless Vs Corded)

6.2.2. By Distribution Channel (Multibranded Electronic Stores, Exclusive Brand Stores, Supermarkets/Hypermarkets, Online Retail and Institutional Sales)

6.3. Pricing Analysis

7. INDIA HAIR STRAIGHTENERS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value & Volume

7.2. Market Share & Forecast

7.2.1. By Product Type (Ceramic, Titanium and Tourmaline)

7.2.2. By Distribution Channel (Multibranded Electronic Stores, Exclusive Brand Stores, Supermarkets/Hypermarkets, Online Retail and Institutional Sales)

7.3. Pricing Analysis

8. INDIA HAIR CURLERS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value & Volume

8.2. Market Share & Forecast

8.2.1. By Product Type (Curlers Vs Crimpers)

8.2.2. By Distribution Channel (Multibranded Electronic Stores, Exclusive Brand Stores, Supermarkets/Hypermarkets, Online Retail and Institutional Sales)

8.3. Pricing Analysis

9. INDIA HAIR TRIMMERS & SHAVERS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value & Volume

9.2. Market Share & Forecast

9.2.1. By Distribution Channel (Multibranded Electronic Stores, Exclusive Brand Stores, Supermarkets/Hypermarkets, Online Retail and Institutional Sales)

9.3. Pricing Analysis

10. MALE GROOMING: AN INTRODUCTION & CLASSIFICATION

11. RESEARCH METHODOLOGY

12. VOICE OF CUSTOMER-MALE

13. EXECUTIVE SUMMARY

14. INDIA MALE GROOMING MARKET OUTLOOK

14.1. Market Size & Forecast

14.1.1. By Value & Volume

14.2. Market Share & Forecast

14.2.1. By Product Type (Shavers and Trimmers)

- 14.2.2. By End User (Individual Customer Vs Institutional Customer)
- 14.2.3. By Distribution Channel (Multibranded electronic stores, Exclusive Brand Stores, Supermarket/Hypermarkets, Traditional Retail, Online Retail, Institutional Sales)
- 14.2.4. By Region (North, East, South, West)
- 14.2.5. By Company
- 14.3. Market Attractiveness Index (By Product Type; End User; Distribution Channel and Region)

15. INDIA SHAVERS MARKET OUTLOOK

- 15.1. Market Size & Forecast
 - 15.1.1. By Value & Volume
- 15.2. Market Share & Forecast
 - 15.2.1. By Product Type (Electric Rotary Shavers, Electric Foil Shavers, Non-Electric Shavers/Razors)
 - 15.2.2. By Distribution Channel (Multibranded Electronic Stores, Exclusive Brand Stores, Traditional Retail, Supermarkets/Hypermarkets, Online Retail, Institutional Sales)
- 15.3. Pricing Analysis

16. INDIA TRIMMERS MARKET OUTLOOK

- 16.1. Market Size & Forecast
 - 16.1.1. By Value & Volume
- 16.2. Market Share & Forecast
 - 16.2.1. By Connectivity (Cordless and Corded)
 - 16.2.2. By Product Type (Beard trimmers, Hair trimmers/clippers, Nose & ear trimmers)
 - 16.2.3. By Distribution Channel (Multibranded Electronic Stores, Exclusive Brand Stores, Supermarkets/Hypermarkets, Online Retail, Institutional Sales)
- 16.3. Pricing Analysis

17. COVID-19 IMPACT ON INDIA PERSONAL GROOMING MARKET

18. SUPPLY CHAIN ANALYSIS

19. IMPORT & EXPORT ANALYSIS

20. MARKET DYNAMICS

20.1. Drivers

20.2. Challenges

21. MARKET TRENDS & DEVELOPMENT

22. POLICY & REGULATORY LANDSCAPE

23. INDIA ECONOMIC PROFILE

24. COMPETITIVE LANDSCAPE

24.1. Competition Outlook

24.2. Company Profiles

24.2.1. Philips India Limited

24.2.2. Panasonic India Private Limited

24.2.3. Vega Industries Private Limited

24.2.4. Procter & Gamble Hygiene & Health Care Ltd.

24.2.5. Havells India Limited

25. STRATEGIC RECOMMENDATIONS

26. ABOUT US & DISCLAIMER

List Of Tables

LIST OF TABLES

Table 1: India Consumer Hair Dryer Prices, By Select Brand, By Feature, 2020

Table 2: India Professional Hair Dryer Prices, By Select Brand, By Feature, 2020

Table 3: India Consumer Hair Straightener Prices, By Select Brand, By Feature, 2020

Table 4: India Professional Hair Straightener Prices, By Select Brand, By Feature, 2020

Table 5: India Consumer Hair Curler Prices, By Select Brand, By Feature, 2020

Table 6: India Professional Hair Curler Prices, By Select Brand, By Feature, 2020

Table 7: India Trimmer and Shaver Prices, By Select Brand, By Product Type, 2020

Table 8: India Trimmer Prices, By Select Brand, 2020

Table 9: India Electric Shaver Prices, By Select Brand, By Product Type, 2020

List Of Figures

LIST OF FIGURES

Figure 1: India Female Grooming Market Size, By Value (USD Million), By Volume (Million Unit), FY2016-FY2026F

Figure 2: India Urban Population Share (As a %age of Total Population), 2015-2019

Figure 3: India Female Grooming Market Share, By Product Type, By Volume, FY2016–FY2026F

Figure 4: India Female Grooming Market Share, By End User, By Volume, FY2016–FY2026F

Figure 5: India Female Population Of The Age Of 15-64 Years, 2015-2019 (Million)

Figure 6: India Female Grooming Market Share, By Distribution Channel, By Volume, FY2016–FY2026F

Figure 7: India Female Grooming Market Share, By Region, By Volume, FY2020 & FY2026F

Figure 8: India Female Grooming Market Share, By Region, By Volume, FY2016–FY2026F

Figure 9: India Female Grooming Market Share, By Company, By Value, FY2020

Figure 10: India Female Grooming Market Attractiveness Index, By Product Type, By Volume, FY2021E-FY2026F

Figure 11: India Female Grooming Market Attractiveness Index, By End User, By Volume, FY2021E-FY2026F

Figure 12: India Female Grooming Market Attractiveness Index, By Distribution Channel, By Volume, FY2021E-FY2026F

Figure 13: India Female Grooming Market Attractiveness Index, By Region, By Volume, FY2021E-FY2026F

Figure 14: India Hair Dryers Market Size, By Value (USD Million), By Volume (Million Unit), FY2016-FY2026F

Figure 15: India Female Population (Million), 2015-2019

Figure 16: India Hair Dryers Market Share, By Product Type, By Volume, FY2016–FY2026F

Figure 17: India Hair Dryers Market Share, By Distribution Channel, By Volume, FY2016–FY2026F

Figure 18: India Hair Straighteners Market Size, By Value (USD Million), By Volume (Million Unit), FY2016-FY2026F

Figure 19: India Hair Straighteners Market Share, By Product Type, By Volume, FY2016–FY2026F

Figure 20: India Hair Straighteners Market Share, By Distribution Channel, By Volume,

FY2016–FY2026F

Figure 21: India Hair Curlers Market Size, By Value (USD Million), By Volume (Million Unit), FY2016-FY2026F

Figure 22: India Hair Curlers Market Share, By Product Type, By Volume, FY2016–FY2026F

Figure 23: India Hair Dryers Market Share, By Product Type, By Volume, FY2016–FY2026F

Figure 24: India Hair Curlers Market Share, By Distribution Channel, By Volume, FY2016–FY2026F

Figure 25: India Hair Trimmers & Shavers Market Size, By Value (USD Million), By Volume (Million Unit), FY2016-FY2026F

Figure 26: India Working Female Population Ratio to Total Workforce, 2015-2019 (%)

Figure 27: India Hair Trimmers & Shavers Market Share, By Distribution Channel, By Volume, FY2016–FY2026F

Figure 28: India Male Grooming Market Size, By Value (USD Million), By Volume (Million Unit), FY2016-FY2026F

Figure 29: India Male Grooming Market Share, By Product Type, By Volume, FY2016–FY2026F

Figure 30: India Male Grooming Market Share, By End User, By Volume, FY2016–FY2026F

Figure 31: India FMCG Sector Share, By Product Segment, By Value, FY2019

Figure 32: India Male Grooming Market Share, By Distribution Channel, By Volume, FY2016–FY2026F

Figure 33: India Male Grooming Market Share, By Region, By Volume, FY2020 & FY2026F

Figure 34: India Male Grooming Market Share, By Region, By Volume, FY2016–FY2026F

Figure 35: India Male Grooming Market Share, By Company, By Value, FY2020

Figure 36: India Male Grooming Market Attractiveness Index, By Product Type, By Volume, FY2021E-FY2026F

Figure 37: India Male Grooming Market Attractiveness Index, By Distribution Channel, By Volume, FY2021E-FY2026F

Figure 38: India Male Grooming Market Attractiveness Index, By End User, By Volume, FY2021E-FY2026F

Figure 39: India Male Grooming Market Attractiveness Index, By Region, By Volume, FY2021E-FY2026F

Figure 40: India Trimmers Market Size, By Value (USD Million), By Volume (Million Unit), FY2016-FY2026F

Figure 41: India Trimmers Market Share, By Connectivity, By Volume,

FY2016–FY2026F

Figure 42: India Trimmers Market Share, By Product Type, By Volume,
FY2016–FY2026F

Figure 43: India Trimmer Market Share, By Distribution Channel, By Volume,
FY2016–FY2026F

Figure 44: India Shavers Market Size, By Value (USD Million), By Volume (Million Unit),
FY2016-FY2026F

Figure 45: India Population Share, By Age Group, 2015-2019 (%age of Total
Population)

Figure 46: India Shavers Market Share, By Product Type, By Volume,
FY2016–FY2026F

Figure 47: India Shavers Market Share, By Distribution Channel, By Volume,
FY2016–FY2026F

Figure 48: India Export with HS Code 85163100, By Value (USD Million), By Volume
(Thousand Unit), FY2016-FY2020

Figure 49: India Import with HS Code 85163100, By Value (USD Million), By Volume
(Thousand Unit), FY2016-FY2020

Figure 50: India Export with HS Code 85163200, By Value (USD Million), By Volume
(Thousand Unit), FY2016-FY2020

Figure 51: India Import with HS Code 85163200, By Value (USD Million), By Volume
(Thousand Unit), FY2016-FY2020

Figure 52: India Export with HS Code 85102000, By Value (USD Million), By Volume
(Thousand Unit), FY2016-FY2020

Figure 53: India Import with HS Code 85102000, By Value (USD Million), By Volume
(Thousand Unit), FY2016-FY2020

Figure 54: India Export with HS Code 85103000, By Value (USD Million), By Volume
(Thousand Unit), FY2016-FY2020

Figure 55: India Import with HS Code 85103000, By Value (USD Million), By Volume
(Thousand Unit), FY2016-FY2020

Figure 56: India Youth Population (Age 15-34 years), By Gender (Thousand),
1971-2031

Figure 57: Internet Subscribers (Million) and Internet Penetration (Percentage) in India,
FY2014-FY2019

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