

# **India Retail Cosmetics Market, By Type (Body Care, Hair Care, Face Care, Others (Fragrances etc.)), By Sales Channel (Supermarkets/Hypermarkets, Exclusive Stores, Multi-Branded Stores, Online, and Others (Pharmacy & Drug Stores etc.)), By Region, By Competition Forecast & Opportunities, 2019-2029F**

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## **Abstracts**

The Indian Retail Cosmetics Market achieved a valuation of USD 20.64 Billion in 2023 and is projected to experience robust growth during the forecast period with a Compound Annual Growth Rate (CAGR) of 4.34% until 2029. The market for retail cosmetics in India presents a dynamic landscape characterized by substantial growth potential. Fueled by the burgeoning middle class, urbanization, and evolving consumer preferences, the sector has witnessed rapid expansion. Both global and domestic brands are vying for market dominance across skincare, makeup, fragrances, and personal care categories. The ascent of e-commerce has revolutionized consumer buying patterns, offering convenience and access to an extensive array of products. However, the industry faces persistent challenges including regulatory intricacies and fierce competition. Given the growing emphasis on beauty awareness and disposable income, the market is poised for sustained growth, prompting innovative marketing strategies focused on affordability, quality, and cultural resonance.

### **Key Market Drivers**

#### **Rising Disposable Income**

The surge in disposable income within India is poised to propel the retail cosmetics market. As individuals experience improved economic conditions, their purchasing

power for non-essential goods such as cosmetics expands. This upward income trajectory creates a larger consumer base with the capacity to invest in skincare, makeup, and personal grooming products. As awareness about beauty grows in tandem with income levels, the cosmetics industry is well-positioned to leverage these favorable circumstances, offering a diverse product range to cater to evolving preferences and lifestyle aspirations.

### Increasing Beauty Awareness

The escalating consciousness about beauty in India serves as a potent catalyst for the retail cosmetics market. As consumers become more attuned to skincare, grooming, and personal appearance, the demand for cosmetic products surges. This heightened awareness, amplified by media, influencers, and cultural shifts, propels individuals to explore an array of beauty offerings. Brands can respond by innovating and diversifying their product portfolios, tapping into the burgeoning aspiration for self-enhancement. This trend not only stimulates market growth but also nurtures the development of products aligned with consumers' evolving notions of beauty, fostering a vibrant and dynamic cosmetics market.

### Expanding Retail Infrastructure

The expansion of retail infrastructure in India is poised to significantly boost the retail cosmetics market. With the proliferation of modern retail formats, shopping malls, and urbanization, consumers have greater access to cosmetic products. Enhanced visibility and convenience provided by these retail spaces encourage more frequent and varied cosmetic purchases. Additionally, these outlets offer platforms for brands to engage customers through immersive experiences and personalized recommendations. As the retail landscape continues to evolve, cosmetics companies can strategically position themselves to capture a wider consumer base, capitalizing on increased foot traffic and consumer interest. This expansion of retail infrastructure acts as a driving force, elevating the growth trajectory of the India retail cosmetics market.

### Urbanization

Urbanization has driven the expansion of India's retail cosmetics market. As more people migrate to urban areas, exposure to diverse beauty trends and an increased emphasis on personal appearance have become prevalent. The urban lifestyle fosters a culture of self-presentation, leading to a surge in demand for skincare, makeup, and grooming products. Retailers capitalize on this urban consumer base by offering a wide

range of cosmetic options through various channels. The fast-paced nature of urban living also drives convenience-driven shopping, further fueling the growth of online cosmetics retail. Urbanization continues to play a pivotal role in shaping the market's dynamics and driving its robust expansion.

## Key Market Challenges

### Regulatory Complexity

The India retail cosmetics market, characterized by immense potential and dynamic growth, also faces a significant challenge in the form of regulatory complexity. The intricate nature of regulations concerning cosmetics manufacturing, labeling, testing, and distribution presents challenges for both domestic and international brands operating in the country. These complex regulations have far-reaching implications for the industry's operations, product development, consumer safety, and market growth. Regulations mandate specific labeling requirements, including the use of International Nomenclature of Cosmetic Ingredients (INCI) names for ingredient listings. Complying with these requirements can be daunting, particularly for brands with a wide range of products or those utilizing traditional or local ingredients.

### Counterfeit Products

Counterfeit products pose a substantial challenge to the India retail cosmetics market. The proliferation of fake and substandard cosmetic goods not only erodes consumer trust but also poses public health risks. These illicit products often lack adequate quality control and may contain harmful ingredients, leading to adverse skin reactions and other health issues. Furthermore, the presence of counterfeits can tarnish the reputation of legitimate brands and deter consumers from making purchases. Addressing this challenge requires a coordinated effort from regulatory authorities, law enforcement, and industry stakeholders to enhance product authentication measures, educate consumers, and enforce stricter measures against counterfeit production and distribution.

## Key Market Trends

### Changing Lifestyle and Fashion Trends

Changing lifestyle and fashion trends are serving as potent catalysts, propelling the growth of the India retail cosmetics market. As individuals embrace evolving styles and

preferences, there is a heightened emphasis on personal appearance and self-expression. The influence of global fashion icons and social media further amplifies this trend, driving demand for a wide array of cosmetics, from skincare essentials to trendy makeup. Brands are adapting to these shifts by introducing innovative products that align with the latest fashion trends, enticing consumers to explore new looks and experiment with their appearances. This dynamic interplay between changing lifestyles and cosmetic consumption is reshaping the market, ushering in a vibrant era of beauty exploration and consumption.

### Influence of Social Media

The increasing influence of social media is poised to significantly fuel the India retail cosmetics market. Social platforms have evolved into virtual beauty communities, where trends, tutorials, and product reviews shape consumer preferences. Beauty influencers wield substantial influence, driving purchasing decisions through compelling content and authentic endorsements. As consumers seek to emulate their favorite online personalities, the demand for cosmetics surges. Brands are harnessing this trend by creating visually appealing campaigns, collaborating with influencers, and offering interactive shopping experiences. The constant stream of beauty inspiration on social media acts as a catalyst, accelerating cosmetic sales and shaping the industry's trajectory by tapping into the aspiration-driven and digitally connected consumer base.

### Demand for Personalized Products

The escalating demand for personalized products is poised to invigorate the India retail cosmetics market. Consumers now seek cosmetics tailored to their unique skin types, concerns, and preferences. This shift from a one-size-fits-all approach drives brands to innovate, offering customizable formulations and shades. Technology, such as AI and skin analysis apps, facilitates personalized recommendations, enhancing the consumer experience. This trend not only empowers individuals to curate their beauty routines but also fosters brand loyalty. As customization gains traction, cosmetics companies are adapting, expanding their product portfolios to cater to individual needs. The surge in demand for personalized cosmetics signifies a transformative force, reshaping the market and enhancing its growth trajectory.

### Digital and E-Commerce

The expansion of online sales channels is poised to significantly fuel the India retail cosmetics market. With the rapid digitization of shopping, consumers are increasingly

turning to e-commerce platforms for their cosmetic purchases. The online channel offers convenience, a broader product range, and the ability to explore reviews and recommendations. Brands are capitalizing on this trend by enhancing their online presence, offering exclusive deals, and leveraging virtual try-on tools to enhance the shopping experience. This shift also helps reach customers in remote areas where physical retail presence might be limited. The growing popularity of online cosmetic shopping underscores its transformative impact on the market, fostering convenience-driven growth and reshaping consumer behaviors.

## Segmental Insights

### Type Insights

As consumers prioritize holistic well-being, body care has emerged as a pivotal category. Rising beauty consciousness, spurred by social media and heightened awareness, propels demand for effective body care solutions. Brands are responding with a diverse array of products catering to various skin types and concerns. This trend also aligns with the shift towards natural and sustainable formulations, catering to eco-conscious consumer preferences. Furthermore, the pandemic has accentuated self-care, further bolstering the bodycare segment. This evolution redefines the market dynamics, compelling brands to innovate, educate consumers, and create quality-driven products that align with the prevailing demand for healthier, radiant skin.

### Distribution Channel Insights

The escalating demand for cosmetic products through online sales channels is poised to invigorate the India retail cosmetics market. The convenience, variety, and accessibility offered by e-commerce platforms resonate with digitally advanced consumers seeking a seamless shopping experience. This trend is further accelerated by the ease of exploring reviews, comparisons, and virtual try-ons online. Brands are adapting by optimizing their online presence, introducing exclusive online offers, and leveraging technology to enhance consumer engagement. As this trend gains momentum, it not only expands market reach to previously untapped areas but also transforms consumer purchasing behavior, redefining the retail landscape and ushering in a new era of digital-driven growth.

### Regional Insights

The northern region has solidified its position as the leader in the India Retail Cosmetics

Market, commanding a substantial revenue share of 51% in 2022. The growing demand for cosmetics in the North region is set to energize the India retail cosmetics market. Urbanization, rising disposable income, and evolving beauty preferences are driving consumers in the region to embrace cosmetic products. The presence of metropolitan hubs like Delhi and Chandigarh, known for their fashion consciousness, further amplifies this trend. Brands are strategically focusing on expanding their offerings in this region, catering to the growing appetite for skincare, makeup, and grooming products. As the North region emerges as a pivotal market, it significantly contributes to the market's growth trajectory, reflecting the evolving beauty landscape of modern India.

### Key Market Players

Hindustan Unilever Limited

L'oreal India Private Limited

Emami Limited

Johnson & Johnson Pvt. Ltd.

Oriflame India Private Limited

Himalaya Wellness Company

Nivea India Private Limited

Amway India Enterprises Private Limited

Procter & Gamble Home Products Private Limited

Lotus Herbals Private Limited

### Report Scope:

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

India Retail Cosmetics Market, By Type:

*India Retail Cosmetics Market, By Type (Body Care, Hair Care, Face Care, Others (Fragrances etc.)), By Sales C...*

Body Care

Hair Care

Face Care

Others (Fragrances etc.)

India Retail Cosmetics Market, By Sales Channel:

Supermarkets/Hypermarkets

Exclusive Stores

Multi-Branded Stores

Online

Others (Pharmacy & Drug Stores etc.)

India Retail Cosmetics Market, By Region:

North

South

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Retail Cosmetics Market.

Available Customizations:

India Retail Cosmetics Market report with the given market data, Tech Sci 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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