

India Skincare Market, By Product Type (Facial Care & Body Care), By Type (Conventional, Organic), By Distribution Channel (Supermarkets/Hypermarkets, Exclusive Stores, Multi-branded Stores, Online, Others (Beauty Salons, Departmental Stores etc.), By Region, Competition, Forecast & Opportunities, 2019-2029F

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Abstracts

The India Skincare market is expected to grow at a robust growth rate owing to growing customer awareness regarding variety of skin care products, increasing number of working women, rising disposable income, and increasing demand for organic products.

India Skincare Market Scope

Skincare refers to the practice of maintenance and enhancement of one's appearance with the help different skin care products, such as creams, lotions, and others. Skincare is essential for facial and body care. In addition, there is a growing demand for personal care products owing to the increase in the number of working women, as they can afford these products easily. The growth of online retail in India's skin care industry is being attributed to the emergence of online brands such as Nykaa and Purplle as well as rising internet usage. The Indian skin care market is growing because of increased customer demand for skin care products, which is also driving manufacturers to launch new products.

India Skincare Market Overview

In India, women are becoming more conscious about their appearance, not only in

terms of tone but also in terms of radiance, diminished wrinkles, etc., which is driving up demand for various skin care products. Furthermore, companies are emphasizing on launching various marketing campaigns that target particular types of customers for their products. Skincare products are becoming popular in both small cities and rural India. A lot of customers prefer going to skin therapy centers, spas, and dermatologists for skin treatment methods, which has resulted in significant demand for professional skin care products.

Skincare accounts for about 45% of the personal care market. Anti-wrinkle, anti-blemish, and anti-tanning creams are some of the most popular skincare products. Moreover, the increasing trend for clear, flawless skin among Indian consumers is encouraging them to purchase latest skincare products. The demand for premium products is growing at a faster rate in India as Indian consumers are shifting their preferences from functional products toward premium cosmetic products. Although the market is highly saturated, it is still one of the best investments for market players due to increasing demand of skincare products.

India Skincare Market Drivers

The primary source of traffic for the websites of new companies of skincare products is social media. Social media platforms are primarily used by newly established companies to gain popularity. It is one of the most crucial resources for companies for interacting with their target market. Customers are altering their approach to skincare products because of access to social media influencers and availability of personal care content online. Social media has made it possible for ordinary individuals to create their own brands by engaging with innovative content. For instance, a significant part of Mamaearth's marketing strategy includes social media websites. The company has a presence on several social media platforms, such as Facebook, Twitter, and Instagram. Mamaearth is known for using influencer marketing along with using hashtags on these social media platforms. Furthermore, companies have realized they can use social media networks for promotion because of their frequent usage among consumers. Thus, with the increasing influence of social media and the internet, consumers are becoming more aware of the benefits and importance of skincare. This has led to an increase in demand for skincare products.

The increasing number of working women are willing to spend money on skincare products to improve their appearance. Additionally, the launch of organic and innovative range of women's cosmetics encourages them to purchase more skincare products. Thus, these factors are expected to lead to a significant increase in demand for skincare

products.

India Skincare Market Trends

Indian consumers now view skincare products as necessary products for regular wellbeing. Rising consumer awareness, purchasing power, and accessibility, etc. are some of the factors supporting this trend. Growing demand for skincare products is also influenced by product developments and changing perception of consumers. Sunscreens are no longer used as just creams these days. For instance, in 2022, mCaffeine launched Coffee Powder Sunscreen, which is India's first powder sunscreen. The sunscreen offers benefits of coffee and caffeine, and they provide eight hours protection from harmful UVA & UVB rays. The company has also launched Coffee Sunscreen Lotion along with it. Sprays, creams, tinted moisturizers, and other sunscreen products are some of the product ranges offered in this market. Thus, consumers can anticipate more changes in the skincare market owing to the introduction of new products and higher consumer demand.

As more Indian consumers are adopting western lifestyles, there has been a shift toward more sophisticated skincare routines, including the use of multiple products. Ayurvedic products, such as aloe vera in skin care products or plant-sourced Vitamin E in serums for various skin types, are being preferred by customers. For instance, in 2020 Emami launched organic aloe vera gel under BoroPlus brand. Moreover, increasing awareness of vegan skincare products that contain ingredients which are good for skin, such as plant-based salicylic acid for skin prone to acne, is further driving the skincare market in the country.

India Skincare Market Challenges

One of the biggest challenges faced by the Indian skincare market is the price sensitivity of consumers. A large section of the population is highly price-conscious and tends to opt for affordable products, even if it means compromising on quality. Many consumers in India do not have a good understanding of skincare and the importance of using quality products. This lack of awareness can lead to consumers using products that may not be suitable for their skin type or may cause harm in the long run.

The Indian skincare market is not easy to penetrate particularly in well-established segments. The cost of retail establishment is very high in India and these platforms are limited to premium stores. The high manufacturing cost of skincare has also become a challenge for India skincare market.

Market Opportunities

Consumers are shifting toward organic skin care products due to the rising demand for ingredients that are naturally derived, which is anticipated to fuel market development during the forecast period. Another factor accelerating the growth of the market is the increasing awareness of the negative effects of chemicals and synthetic products. Most of the customers favor purchasing products labelled as natural or organic, which stimulates market expansion. Thus, owing to increasing demand for products free of parabens, preservatives, and harmful ingredients, the demand for organic skincare products will increase, hence fueling the overall skincare market growth.

Consumers are becoming more conscious about the negative effects of pollution on their skin. Moreover, issues such as pollution and poor water conditions are driving up the demand for anti-aging products. People spend large amount of money and time for purchasing anti-aging products. Companies invest a lot of time and resources into developing anti-aging products. Thus, companies are implementing innovative strategies such as product innovations, mergers, and acquisitions to improve their positions in skincare market.

Market Segmentation

The India skincare market is segmented on the basis of product type, type, distribution channel and region. Based on product type, the market is segmented into facial care and body care. Based on type, the market is segmented into conventional and organic. Based on distribution channel the market is segmented into supermarkets/hypermarkets, exclusive stores, multi-branded stores, online, others (beauty salons, departmental stores etc.). Based on region, the market is divided into North, South, East, and West.

Company Profiles

Hindustan Unilever Limited, L'Oréal 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, and Lotus Herbals Private Limited are some of the major players in the India Skincare market.

Report Scope:

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

India Skincare Market, By Product Type:

Facial Care

Body Care

India Skincare Market, By Type:

Conventional

Organic

India Skincare Market, By Distribution Channel:

Supermarkets/Hypermarkets

Exclusive Stores

Multi-branded Stores

Online

Others (Beauty Salons, Departmental Stores etc.)

India Skincare Market, By Region:

North

West

South

East

Competitive Landscape

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