

India Women's Cosmetics Market By Category (Body Care, Hair Care, Color Cosmetics, Fragrances, Others), By Pricing (Mass, Premium), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Pharmacy & Drug Stores, Online, Non-Retail), By Region & Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

India Women's Cosmetics Market was valued at USD 23.94 Billion in 2025 and is expected to reach USD 57.81 Billion by 2031 with a CAGR of 15.8% during the forecast period. The India women's cosmetics market is experiencing significant growth, driven by factors such as increasing beauty consciousness among women, rising disposable incomes, and the expansion of distribution channels.

Key Market Drivers

Rising Beauty Consciousness and Changing Lifestyles

In recent years, there has been a notable increase in beauty consciousness among Indian women. This shift is attributed to greater exposure to global beauty trends through social media, television, and magazines. Women are becoming more aware of personal grooming and the importance of maintaining a presentable appearance. This heightened awareness has led to the incorporation of cosmetics into daily routines, moving beyond occasional use to regular application. The desire to look good is no longer confined to special events but has become a part of everyday life. This change is particularly evident among working women who seek to maintain a professional appearance. The increasing number of women in the workforce has further fueled the

demand for cosmetics, as they invest in products that enhance their confidence and presentation in professional settings. According to a study, working women who purchase both online and offline spend 1.6 times more on cosmetics than the average consumer, indicating a strong correlation between employment and cosmetic expenditure.

Key Market Challenges

Regulatory Hurdles and Compliance Issues

The cosmetics industry in India is subject to stringent regulations under the Drugs and Cosmetics Act, 1940. While these regulations are essential for ensuring product safety and quality, they often pose challenges for manufacturers, especially small and medium-sized enterprises (SMEs). The process of obtaining approvals for new products or even minor modifications can be time-consuming and complex, leading to delays in product launches. For instance, changes in packaging sizes or formulations require regulatory approvals, which can stifle innovation and responsiveness to market trends. Industry players have called for a separate regulatory framework for cosmetics to facilitate ease of doing business and encourage innovation. Simplifying compliance procedures and establishing clear guidelines can help manufacturers navigate the regulatory landscape more effectively.

Key Market Trends

Rise of Natural and Organic Products

There is a growing consumer preference for natural and organic cosmetics in India. Consumers are becoming more conscious of the ingredients in their beauty products, leading to increased demand for items free from harmful chemicals and synthetic additives. Brands like Mamaearth have capitalized on this trend by offering products that emphasize natural ingredients and safety. This shift towards clean beauty reflects a broader global movement towards health and wellness, with consumers seeking products that align with their values and lifestyle choices. The trend is also driven by increased awareness of environmental sustainability and ethical sourcing, prompting brands to adopt transparent practices and eco-friendly packaging.

Key Market Players

Hindustan Unilever Limited

Procter & Gamble India

Loreal India

Himalaya Drug Company

Modi Revlon Pvt. Ltd.

ITC Limited

Nivea India Pvt. Ltd.

Godrej Consumer Products Ltd.

Avon India

VLCC Health Care

Report Scope:

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

India Women's Cosmetics Market, By Category:

Body Care

Hair Care

Color Cosmetics

Fragrances

Others

India Women's Cosmetics Market, By Pricing:

Mass

Premium

India Women's Cosmetics Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Pharmacy & Drug Stores

Online

Non-Retail

India Women's Cosmetics Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India women's cosmetics market.

Available Customizations:

India women's cosmetics market report 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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