

# **India Skincare and Makeup Products Market Size and Forecast (2020 - 2030), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type [Skincare (Cleansers, Toners, Creams and Lotions, Facial Masks, Serums, Sunscreen, Talc, Shower Gel and Soap, and Others) and Makeup (Foundation, Eyeliner and Mascara, Contour and Highlighter, Lipstick, and Others)], Category (Natural and Conventional), End User (Men, Women, Unisex, and Kids), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

India skincare and makeup products market is expected to grow from US\$ 7.51 billion in 2022 to US\$ 12.29 billion by 2030. It is expected to grow at a CAGR of 6.3% from 2022 to 2030.

Skincare and makeup products play a significant role in enhancing one's appearance and maintaining healthy skin. Skincare products refer to a range of items designed to nourish, protect, and improve the condition of the skin. Cleansers, moisturizers, serums, and masks are a few examples of skincare products who hold a significant market share. The products contain ingredients that target specific concerns, including dryness, acne, or aging, promoting a radiant and youthful complexion. On the other hand, makeup products encompass a variety of cosmetics such as foundation, lipstick,

eyeshadow, and mascara. These products are used to enhance facial features and create different looks. While skincare products focus on long-term skin health, makeup provides the tools to express individual style and boost confidence in the short term. Both skincare and makeup products are important as they allow individuals to care for their skin, address specific concerns, and create a personalized aesthetic, ultimately contributing to overall well-being and self-expression.

Based on product type, the market is segmented into skincare and makeup. The skincare segment held a larger share in 2022. Products used for cleaning, massaging, moisturizing, and other functions for body skin, particularly the face, hands, and feet, are considered under skincare. Cleansers, sunscreen, toners, creams and lotions, facial masks, serums, talc, shower gel, and soap are among the products considered under the skincare category. Skincare products are intended to protect the body from environmental toxins and enhance the quality of the skin. Common skin problems are eczema, acne, rosacea, and sunburn. The rising awareness about skincare routines and the increasing prevalence of skin diseases in the country boost the demand for skincare products.

In recent times, awareness regarding skin health and appearance has increased significantly among consumers across India. Consumers seek skincare and makeup products that make their skin appear healthy, youthful, and radiant, as they are conscious about their appearance in social settings.

Moreover, rising disposable income of consumers increases their purchasing power. According to World Bank data, consumer expenditure in India increased from US\$ 1.9 trillion in 2018 to US\$ 2.4 trillion in 2022. According to the survey data published in the Journal of Emerging Technologies and Innovative Research (JETIR), in 2023, an average of 45% of consumers spent less than ₹500 on cosmetics every month, with 38% spending around ₹500–1,000 per month, 11% spending ₹1,000–2,000, and 5% spending over ₹2,000 on cosmetics every month. It was also seen that, on average, 65% of consumers purchase 1 to 3 cosmetic products every month. The data was collected online via a Google form based on the questionnaire developed by the researchers.

Availability of various regional and international brands in the market gives consumers access to a variety of products as per their skin type. Moreover, the demand for luxury cosmetics is increasing among millennials and Gen Z consumers, owing to their preference for grooming up regularly to look fashionable and presentable. Additionally, men are increasingly using cosmetics products, gradually breaking down gender

stereotypes. All these factors significantly influence consumers to spend more on skincare and makeup products.

Lotus Herbals Pvt Ltd, The Procter & Gamble Co, Shiseido Co Ltd, Himalaya Wellness Co, L'oreal Sa, Unilever Plc, VLCC Personal Care Pvt Ltd, Avon Beauty Products India Pvt Ltd, Johnson & Johnson, and Beiersdorf Ag are among the leading players in the India skincare and makeup products market. These companies are adopting mergers & acquisitions and product launches to expand their geographic presence and consumer bases.

The overall India skincare and makeup products market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights. Participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants, including valuation experts, research analysts, and key opinion leaders—specializing in the India skincare and makeup products market.

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