

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)

<https://marketpublishers.com/r/I63BEBA678D7EN.html>

Date: March 2024

Pages: 150

Price: US\$ 3,550.00 (Single User License)

ID: I63BEBA678D7EN

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.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Market Insights

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. INDIA SKINCARE AND MAKEUP PRODUCTS MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers:
 - 4.3.2 Manufacturers:
 - 4.3.3 Distributors/Suppliers:
 - 4.3.4 Distribution Channel:
- 4.4 List of Vendors

5. INDIA SKINCARE AND MAKEUP PRODUCTS MARKET – KEY MARKET DYNAMICS

- 5.1 India Skincare and Makeup Products Market – Key Market Dynamics
- 5.2 Market Drivers
 - 5.2.1 Increased Expenditure on Skincare and Makeup Products in India

- 5.2.2 Social Media Influence and Celebrity Endorsement
- 5.3 Market Restraints
 - 5.3.1 Increasing Cases of Counterfeit Products
- 5.4 Market Opportunities
 - 5.4.1 Flourishment of E-Commerce and Direct-to-Consumer Channel
- 5.5 Future Trends
 - 5.5.1 Rising Preference for Natural Skincare and Makeup Products
- 5.6 US and MEA Skincare and Makeup Products Market Trends
 - 5.6.1 US:
 - 5.6.2 MEA:
- 5.7 Impact Analysis of Drivers and Restraints

6. INDIA SKINCARE AND MAKEUP PRODUCTS MARKET ANALYSIS

- 6.1 India Skincare and Makeup Products Market Revenue (US\$ Million), 2020–2030
- 6.2 India Skincare and Makeup Products Market Forecast Analysis

7. INDIA SKINCARE AND MAKEUP PRODUCTS MARKET ANALYSIS – BY PRODUCT TYPE

- 7.1 Skincare
 - 7.1.1 Overview
 - 7.1.2 Skincare: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)
 - 7.1.3 Cleansers
 - 7.1.3.1 Overview
 - 7.1.3.2 Cleansers: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)
 - 7.1.4 Toners
 - 7.1.4.1 Overview
 - 7.1.4.2 Toners: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)
 - 7.1.5 Creams and Lotions
 - 7.1.5.1 Overview
 - 7.1.5.2 Creams and Lotions: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)
 - 7.1.6 Facial Masks
 - 7.1.6.1 Overview
 - 7.1.6.2 Facial Masks: India Skincare and Makeup Products Market – Revenue and

Forecast to 2030 (US\$ Million)

7.1.7 Serums

7.1.7.1 Overview

7.1.7.2 Serums: India Skincare and Makeup Products Market – Revenue and

Forecast to 2030 (US\$ Million)

7.1.8 Sunscreen

7.1.8.1 Overview

7.1.8.2 Sunscreen: India Skincare and Makeup Products Market – Revenue and

Forecast to 2030 (US\$ Million)

7.1.9 Talc

7.1.9.1 Overview

7.1.9.2 Talc: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

7.1.10 Shower Gel and Soap

7.1.10.1 Overview

7.1.10.2 Shower Gel and Soap: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

7.1.11 Others

7.1.11.1 Overview

7.1.11.2 Others: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

7.2 Makeup

7.2.1 Overview

7.2.2 Makeup: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

7.2.3 Foundation

7.2.3.1 Overview

7.2.3.2 Foundation: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

7.2.4 Eyeliner and Mascara

7.2.4.1 Overview

7.2.4.2 Eyeliner and Mascara: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

7.2.5 Contour and Highlighter

7.2.5.1 Overview

7.2.5.2 Contour and Highlighter: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

7.2.6 Lipstick

7.2.6.1 Overview

7.2.6.2 Lipstick: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

7.2.7 Others

7.2.7.1 Overview

7.2.7.2 Others: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

8. INDIA SKINCARE AND MAKEUP PRODUCTS MARKET ANALYSIS – BY CATEGORY

8.1 Natural

8.1.1 Overview

8.1.2 Natural: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

8.2 Conventional

8.2.1 Overview

8.2.2 Conventional: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

9. INDIA SKINCARE AND MAKEUP PRODUCTS MARKET ANALYSIS – BY END USER

9.1 Men

9.1.1 Overview

9.1.2 Men: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

9.2 Women

9.2.1 Overview

9.2.2 Women: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

9.3 Unisex

9.3.1 Overview

9.3.2 Unisex: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

9.4 Kids

9.4.1 Overview

9.4.2 Kids: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

10. INDIA SKINCARE AND MAKEUP PRODUCTS MARKET ANALYSIS – BY DISTRIBUTION CHANNEL

10.1 Supermarkets and Hypermarkets

10.1.1 Overview

10.1.2 Supermarkets and Hypermarkets: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

10.2 Specialty Stores

10.2.1 Overview

10.2.2 Specialty Stores: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

10.3 Online Retail

10.3.1 Overview

10.3.2 Online Retail: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

10.4 Others

10.4.1 Overview

10.4.2 Others: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

11. COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis by Key Players

11.2 Company Positioning & Concentration

12. INDUSTRY LANDSCAPE

12.1 Overview

12.2 New Product Development

12.3 Partnerships, Mergers, and Acquisitions

13. COMPANY PROFILES

13.1 Lotus Herbals Pvt Ltd

13.1.1 Key Facts

13.1.2 Business Description

13.1.3 Products and Services

13.1.4 Financial Overview

13.1.5 SWOT Analysis

- 13.1.6 Key Developments
- 13.2 The Procter & Gamble Co
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
- 13.3 Shiseido Co Ltd
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 Himalaya Wellness Co
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments
- 13.5 L'Oreal SA
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services
 - 13.5.4 Financial Overview
 - 13.5.5 SWOT Analysis
 - 13.5.6 Key Developments
- 13.6 Unilever Plc
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 VLCC Personal Care Pvt Ltd
 - 13.7.1 Key Facts
 - 13.7.2 Business Description

- 13.7.3 Products and Services
- 13.7.4 Financial Overview
- 13.7.5 SWOT Analysis
- 13.7.6 Key Developments
- 13.8 Avon Beauty Products India Pvt Ltd
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis
 - 13.8.6 Key Developments
- 13.9 Johnson & Johnson
 - 13.9.1 Key Facts
 - 13.9.2 Business Description
 - 13.9.3 Products and Services
 - 13.9.4 Financial Overview
 - 13.9.5 SWOT Analysis
 - 13.9.6 Key Developments
- 13.10 Beiersdorf AG
 - 13.10.1 Key Facts
 - 13.10.2 Business Description
 - 13.10.3 Products and Services
 - 13.10.4 Financial Overview
 - 13.10.5 SWOT Analysis
 - 13.10.6 Key Developments

14. APPENDIX

- 14.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. India Skincare and Makeup Products Market Segmentation

Table 2. List of Vendors in Value Chain

Table 3. India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Table 4. India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million) – by Product Type

Table 5. India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million) – by Category

Table 6. India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million) – by End User

Table 7. India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million) – by Distribution Channel

Table 8. Heat Map Analysis by Key Players

List Of Figures

LIST OF FIGURES

Figure 1. India Skincare and Makeup Products Market Segmentation, by Geography

Figure 2. Porter's Five Forces Analysis: India Skincare and Makeup Products Market

Figure 3. Ecosystem: India Skincare and Makeup Products Market

Figure 4. Amount Spent on Cosmetics Every Month

Figure 5. India Skincare and Makeup Products Market Impact Analysis of Drivers and Restraint

Figure 6. India Skincare and Makeup Products Market Revenue (US\$ Million), 2022–2030

Figure 7. India Skincare and Makeup Products Market Share (%) – by Product Type (2022 and 2030)

Figure 8. Skincare: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 9. Cleansers: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 10. Toners: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 11. Creams and Lotions: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 12. Facial Masks: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 13. Serums: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 14. Sunscreen: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 15. Talc: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 16. Shower Gel and Soap: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 17. Others: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 18. Makeup: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 19. Foundation: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 20. Eyeliner and Mascara: India Skincare and Makeup Products Market –

Revenue and Forecast to 2030 (US\$ Million)

Figure 21. Contour and Highlighter: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 22. Lipstick: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 23. Others: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 24. India Skincare and Makeup Products Market Share (%) – by Category (2022 and 2030)

Figure 25. Natural: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 26. Conventional: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 27. India Skincare and Makeup Products Market Share (%) – by End User (2022 and 2030)

Figure 28. Men: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 29. Women: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 30. Unisex: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 31. Kids: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 32. India Skincare and Makeup Products Market Share (%) – by Distribution Channel (2022 and 2030)

Figure 33. Supermarkets and Hypermarkets: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 34. Specialty Stores: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 35. Online Retail: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 36. Others: India Skincare and Makeup Products Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 37. Company Positioning & Concentration

I would like to order

Product name: 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)

Product link: <https://marketpublishers.com/r/l63BEBA678D7EN.html>

Price: US\$ 3,550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l63BEBA678D7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970