

Indian Skin Care Market Expected to Grow at 16.4% CAGR by 2020

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/EINPresswire.com/ -- Indian Skin Care Market 2016

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The Indian Skin care segment is considered as one of the most dynamically growing segments in the country. The market is driven by the demands of a diverse consumer base – youngsters, women & men – who are fuelling the sales of both home grown mass brands & a promising demand for premium brands. The segment can be divided into five categories: facial care, body care, sun care, hand care & other make up removal and depilatory skin products; facial care is the leading category in the skin care segment.

The Indian Skin care segment has grown at CAGR of 16.4% between 2011 & 2015, and is projected to double by the year 2021. Fairness creams still continue to be the biggest revenue generator in the category, however, the market is gradually moving towards specialist products like anti –wrinkle, anti aging, dark circle removing creams etc. The luxury skin care segment is projected to have a promising growth in the next few years, owing to the increasing disposable income and aspirations of the consumer.

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The report "Assessment of the Indian Skin Care Market 2016" highlights key dynamics of India's skin care market including the luxury skin care segment. The growing opportunity in the sector has been investigated. The initiatives and performance of key players including L'Oréal, Shiseido Company, Hindustan Unilever, The Himalaya Drug Company and Beiersdorf AG has also been examined. The report contains latest industry stakeholder's opinions.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed



impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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Table Of Contents – Major Key Points

1. Analyst Opinion
2. Indian Skin Care Market
 - 2.1 Overview
 - 2.2 Performance & Market Statistics
 - 2.3 India Luxury Skin Care Market
 - 2.3.1 Overview
 - 2.3.2 Performance & Market Statistics
 - 2.4 Market Drivers
 - 2.5 Emerging Trends
 - 2.6 Challenges
 - 2.7 Competitive Landscape
 - 2.7.1 L'Oréal
 - 2.7.2 Shiseido Company
 - 2.7.3 Hindustan Unilever
 - 2.7.4 The Himalaya Drug Company
 - 2.7.5 Shiseido Company
 - 2.8 Outlook
 - 2.9 Industry Speak
3. List of Charts & Graphs
 - 3.1 Global vs. Premium vs. Mass Skincare Value Sales Growth in APAC (2010-2015, %)
 - 3.2 India Market Share of top 3 skin care players (2015, %)
 - 3.3 India increase in spending in the luxury segment (2013 to 2014, %)
 - 3.4 India Personal Care Market By Category (Revenue break up in %, 2015-16)
4. Research Methodology
5. About Smart Research Insights

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