

India Cosmetic Market 2017 Share, Trend, Segmentation and Forecast to 2021

India Cosmetic Market Outlook, 2021", cosmetic market in India was growing with a CAGR of more than 15% from last five years

PUNE, INDIA, October 30, 2017 /EINPresswire.com/ -- Due to increasing standard of living and changing lifestyle, the demand for cosmetic products such as skin care, hair care and fragrance are increasing rapidly, thereby providing high impetus to the Indian cosmetic industry. According to "[India Cosmetic Market Outlook, 2021](#)", cosmetic market in India was growing with a CAGR of more than 15% from last five years. The India cosmetic market consists of five segments viz. Skin Care, Hair Care, Fragrance, Color Cosmetics and Oral Care. Hair Care accounts for majority of the market share, followed by oral care, skin care, fragrance and color cosmetic. Hindustan Unilever is a prominent player in the cosmetic industry due to its vast product portfolio in every segment. Hair care market is considered to be one of the mature markets in India. However, the availability of counterfeit hair care products is one of the major challenges in the market. HUL, P&G, Dabur, Marico and Godrej are players operating in the organized hair care category. Hair care market is segmented into four categories such as hair oil, hair shampoo, hair colours and hair styling products. Hair oil dominates the market followed by hair shampoo.

Skin care has become an exciting legroom for new product development and manufacturers are trying to convince consumers that they should adopt a skin care regimen by various product launches and aggressive marketing strategies. Skin care market is segmented into five categories such as facial care, body care, sun care, hand care and other makeup removal & depilatory products. Facial care products dominate the market due to its various variants. On the other hand, India oral care market is segmented into five categories such as toothpaste, toothbrush, toothpowder, mouthwash and other oral care products that include dental floss, oral care chewing gum, etc. Toothpaste segment dominates the oral care category. Colgate-Palmolive India, HUL, and Dabur are the major players operating in the oral care market.

Fragrance industry's rapid growth is attributed primarily to the advent of functional products such as perfumes and deodorants. India fragrance market is divided into two segments viz. Perfume and Deodorant. Deodorants dominate the market while perfume along with its innovations is growing fast. The fragrance market in India is one of the largest in terms of production, consumption, import and is in process of taking off as more youngsters are wearing a fragrance in the form of perfumes and deodorants. Fogg is leading in the deodorant category followed by a host of other brands. Color cosmetics market consists of four broad categories viz.

Eye Makeup, Facial Makeup, Lip Products and Nail Products. The market registered a strong growth in the last few years. Color cosmetic was mainly driven by the growth of mascara, eye liner/pencil, blusher and eye shadow, amongst others. Lakme, Revlon and L'Oreal are known to be the big three brands in the category, followed by scores of unorganized players.

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“India Cosmetic Market Outlook, 2021” discusses the following aspects of cosmetics in India: The report gives an in-depth understanding of cosmetic market in India:

- Global Cosmetic Market Outlook
- Global Fragrance Market Size By Value & Forecast
- Global Fragrance Market Segmental Analysis: By Company, By Region, By Segment
- Global Skin Care Market Size By Value & Forecast
- Global Skin Care Market Segmental Analysis: By Company, By Region, By Segment
- Global Hair Care Market Size By Value & Forecast
- Global Hair Care Market Segmental Analysis: By Company, By Region, By Segment, By Sales Channel
- Global Oral Care Market Size By Value & Forecast
- Global Oral Care Market Segmental Analysis: By Company
- Global Color Cosmetic Market Size By Value & Forecast
- India Cosmetic Market Outlook
- India Fragrance Market Size By Value & Forecast
- India Organized Fragrance Market Size By Value & Forecast
- India Unorganized Fragrance Market Size By Value & Forecast
- India Domestic Fragrance Market Size By Value & Forecast
- India International Fragrance Market Size By Value & Forecast
- India Fragrance Market Segmental Analysis: By End User, By Company, By Segment
- India Skin Care Market Size By Value & Forecast
- India Organic Skin Care Market Size By Value & Forecast
- India Inorganic Skin Care Market Size By Value & Forecast
- India Skin Care Market Size By Volume & Forecast
- India Skin Care Market Segmental Analysis: By Company, By Segment, By Product Category, By Type, By End User
- India Hair Care Market Size By Value & Forecast
- India Men Hair Care Market Size By Value & Forecast
- India Women Hair Care Market Size By Value & Forecast
- India Hair Care Market Segmental Analysis: By Company, By Segment
- India Oral Care Market Size By Value & Forecast
- India Oral Care Market Segmental Analysis: By Company, By Segment
- India Color Cosmetic Market Size By Value & Forecast
- India Color Cosmetic Market Segmental Analysis: By Company, By Segment
- The key vendors in this market space

- Competitive Landscape & Strategic Recommendations

This report can be useful to Industry consultants, manufacturers and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with various channel partners of cosmetic brands in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

TABLE OF CONTENTS

1. Executive Summary
2. Global Cosmetic Market Outlook
 - 2.1. Global Fragrance Market Outlook
 - 2.1.1. Market Size By Value
 - 2.1.2. Market Share
 - 2.1.2.1. By Company
 - 2.1.2.2. By Region
 - 2.1.2.3. By Segment
 - 2.2. Global Skin Care Market Outlook
 - 2.2.1. Market Size By Value
 - 2.2.2. Market Share
 - 2.2.2.1. By Company
 - 2.2.2.2. By Region
 - 2.2.2.3. By Segment
 - 2.3. Global Hair Care Market Outlook
 - 2.3.1. Market Size By Value
 - 2.3.2. Market Share
 - 2.3.2.1. By Company
 - 2.3.2.2. By Region
 - 2.3.2.3. By Segment
 - 2.3.2.4. By Sales Channel

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