

Skin Care Market 2017: India Growth Analysis, Current Trends, Global Industry Demand and 2021 Forecast

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PUNE, INDIA, November 16, 2017 /EINPresswire.com/ -- The skin care market is considered as one of the rapidly growing markets in India. Due to increase in standard of living and changing lifestyle, the demand for skin care products like skin brightening, anti-acne creams, body moisturizers, lotions and sun protection products are increasing rapidly, thereby providing high impetus to the Indian skin care market. For the wealthy class consumers, facial care treatments have now become a beauty and lifestyle need. 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. A multifunctional skin care product is an emerging trend in the industry. However, the packaging of skin care products is one of the major challenges in the market as the packaging should match with the product formulations.

According to “[India Skin Care Market Outlook, 2021](#)”, skin care market is mainly categorized into product types like facial care, body care, sun care, hand care and others. Other skin care products include makeup removal & depilatory products. Facial care products dominate the industry with more than 70% share in the overall skin care market. The market is projected to grow by 2021 due to rising personal care, brand awareness, increasing disposable income, growing demand in middle class people and affordable price of skin care products in the form of mass products. Keeping in point of individuality and personal grooming, youngsters have majorly fuelled the sales in the skin care market.

HUL, L’Oreal, Amway, Oriflame and Beiersdorf AG are the players operating in the organized skin care market of India. HUL’s Fair & Lovely brand is leading as skin whitening cream under facial care category while HUL’s Vaseline body lotion is famous under body care segment. Urban India accounts for a considerable market share in the sales of premium skin care products, with premium facial care and sun care products growing rapidly among upper middle class consumers. With consumers focus shifting to herbal and natural products, marketers are churning out new products with added herbal ingredients at an inspiring rate and thus there is a sense of stimulation in the industry. Also, now Indian women are increasingly moving towards job and business that assists to change their lifestyles. As a result, they are keen to go for spa treatments and facial care services where large amount of skin care products are used.

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“India Skin Care Market Outlook, 2021” discusses the following aspects of skin care products in India:

The report gives an in-depth understanding of skin care market in India:

- Global Skin Care Market Outlook
- Global Skin Care Market Size By Value & Forecast
- Global Skin Care Market Segmental Analysis: By Company, By Region, By Segment

- Global Facial Care Market Size By Value & Forecast
- Global Facial Care Market Segmental Analysis: By Region, By Segment
- Global Sun Care Market Size By Value & Forecast
- Global Sun Care Market Segmental Analysis: By Region, By Segment
- Global Body Care Market Size By Value & Forecast
- Global Body Care Market Segmental Analysis: By Region
- Global Hand Care Market Size By Value & Forecast
- Global Other Skin Care Market Size By Value & Forecast
- India Skin Care Market Outlook
- 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 Facial Care Market Size By Value & Forecast
- India Body Care Market Size By Value & Forecast
- India Sun Care Market Size By Value & Forecast
- India Hand Care Market Size By Value & Forecast
- India Other Skin Care Products 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 Types, By End User
- Pricing Analysis
- 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 skin care products 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 Skin Care Market Outlook
 - 2.1. Market Size By Value
 - 2.2. Market Share
 - 2.2.1. By Company
 - 2.2.2. By Region
 - 2.2.3. By Segment
 - 2.3. Global Facial Care Market
 - 2.3.1. Market Size By Value
 - 2.3.2. Market Share
 - 2.3.2.1. By Region
 - 2.3.2.2. By Segment
 - 2.4. Global Sun Care Market
 - 2.4.1. Market Size By Value
 - 2.4.2. Market Share
 - 2.4.2.1. By Region
 - 2.4.2.2. By Segment
 - 2.5. Global Body Care Market
 - 2.5.1. Market Size By Value
 - 2.5.2. Market Share
 - 2.5.2.1. By Region
 - 2.6. Global Hand Care Market
 - 2.6.1. Market Size By Value

- 2.7. Other Skin Care Products Market
 - 2.7.1. Market Size By Value
- 3. India Skin Care Market Outlook
 - 3.1. Market Size By Value
 - 3.1.1. Overall Market
 - 3.1.2. Organic & Inorganic Skin Care Market
 - 3.1.3. Facial Care Market
 - 3.1.4. Body Care Market
 - 3.1.5. Sun Care Market
 - 3.1.6. Hand Care Market
 - 3.1.7. Other Skin Care Products Market
 - 3.2. Market Size By Volume
 - 3.3. Market Share
 - 3.3.1. By Company
 - 3.3.2. By Segment
 - 3.3.3. By Product Category
 - 3.3.4. By Types
 - 3.3.5. By End User
 - 3.4. Pricing Analysis
- 4. India Economic Snapshot
- 5. Raw Material
- 6. Market Penetration
- 7. PEST Analysis
- 8. Policy & Regulatory Landscape
- 9. Trade Dynamics
 - 9.1. Import
 - 9.2. Export
- 10. Channel Partner Analysis

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