

# Beauty and Personal Care in India

July 2023

**Table of Contents** 

#### Beauty and Personal Care in India

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

- Table 1 Sales of Beauty and Personal Care by Category: Value 2017-2022
- Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
- Table 6 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
- Table 7 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
- Table 8 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
- Table 9 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## Baby and Child-Specific Products in India

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Competition intensifies on the back of funding and acquisitions

Brands leverage claims to attract parents increasingly conscious of product safety and efficacy

Developing an e-commerce ecosystem benefits baby and child-specific products

## PROSPECTS AND OPPORTUNITIES

Premiumisation set to be driven by well-informed modern parents

Growth potential due to significant population base aged 0-11, along with white space in child-specific products

Brands increasingly position combo products as gift items to drive uptake in urban areas

#### **CATEGORY DATA**

- Table 10 Sales of Baby and Child-specific Products by Category: Value 2017-2022
- Table 11 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022
- Table 12 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022
- Table 13 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022
- Table 14 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022
- Table 15 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022
- Table 16 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027
- Table 17 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027
- Table 18 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

## Bath and Shower in India

## KEY DATA FINDINGS

## 2022 DEVELOPMENTS

Brands increasingly highlight key ingredients to fuel premiumisation within bar soap

Manufacturers focus on multifunctional benefits for body wash/shower gel to drive demand in urban areas

Significant contraction in demand for hand sanitisers as consumers return to their pre-pandemic habits

## PROSPECTS AND OPPORTUNITIES

Body wash/shower gel brands set to leverage e-commerce and affordable packs to boost demand Sustainability set to increasingly make its way into bath and shower Premiumisation trend to further accelerate within bath and shower

#### CATEGORY DATA

- Table 19 Sales of Bath and Shower by Category: Value 2017-2022
- Table 20 Sales of Bath and Shower by Category: % Value Growth 2017-2022
- Table 21 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022
- Table 22 NBO Company Shares of Bath and Shower: % Value 2018-2022
- Table 23 LBN Brand Shares of Bath and Shower: % Value 2019-2022
- Table 24 Forecast Sales of Bath and Shower by Category: Value 2022-2027
- Table 25 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027
- Table 26 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

#### Colour Cosmetics in India

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Return of social events and a greater focus on multifunctional offerings allow colour cosmetics to recover its value sales
Rising consumer awareness due to increased digital engagement brings ingredients to the forefront
Manufacturers focus on an omnichannel presence to cater to a wide range of customer needs in terms of convenience and trials

## PROSPECTS AND OPPORTUNITIES

Wide range of offerings, convenience, and use of innovative technology set to allow e-commerce to grow further Expansion beyond female target audience offers white space for growth

Brands could look to democratise personalisation through mass customised offerings, similar to the trend witnessed in hair care

## CATEGORY DATA

- Table 27 Sales of Colour Cosmetics by Category: Value 2017-2022
- Table 28 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022
- Table 29 NBO Company Shares of Colour Cosmetics: % Value 2018-2022
- Table 30 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022
- Table 31 LBN Brand Shares of Eye Make-up: % Value 2019-2022
- Table 32 LBN Brand Shares of Facial Make-up: % Value 2019-2022
- Table 33 LBN Brand Shares of Lip Products: % Value 2019-2022
- Table 34 LBN Brand Shares of Nail Products: % Value 2019-2022
- Table 35 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022
- Table 36 Forecast Sales of Colour Cosmetics by Category: Value 2022-2027
- Table 37 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

#### Deodorants in India

## **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

Surge in travel and return of outdoor fitness activities accelerate the growth of deodorants

Greater focus on brand ambassadors to drive strong brand awareness amongst the target audience

Convenience and affordability allow pocket-sized deodorants to attract consumer demand

#### PROSPECTS AND OPPORTUNITIES

Weather conditions and growing participation in sports activities offer avenues for growth

Premium perception, coupled with limited retail presence, set to keep deodorant roll-ons as a relative niche

Affordable prices of local fragrance brands set to intensify competition for deodorants

#### **CATEGORY DATA**

Table 38 - Sales of Deodorants by Category: Value 2017-2022

Table 39 - Sales of Deodorants by Category: % Value Growth 2017-2022

Table 40 - Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 41 - NBO Company Shares of Deodorants: % Value 2018-2022

Table 42 - LBN Brand Shares of Deodorants: % Value 2019-2022

Table 43 - LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 44 - Forecast Sales of Deodorants by Category: Value 2022-2027

Table 45 - Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 46 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

## Depilatories in India

#### **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

Depilatories witnesses a return to growth in value terms in 2022

Brands leverage promotional campaigns with brand ambassadors to bolster awareness

Increasing mobile internet penetration, coupled with quick commerce, further drives sales via e-commerce

#### PROSPECTS AND OPPORTUNITIES

Brand extensions to target men set to provide growth opportunities

Strong competition for depilatories from salons and laser hair removal

Increased exposure to global culture and rising urbanisation open up room for growth

#### **CATEGORY DATA**

Table 47 - Sales of Depilatories by Category: Value 2017-2022

Table 48 - Sales of Depilatories by Category: % Value Growth 2017-2022

Table 49 - NBO Company Shares of Depilatories: % Value 2018-2022

Table 50 - LBN Brand Shares of Depilatories: % Value 2019-2022

Table 51 - Forecast Sales of Depilatories by Category: Value 2022-2027

Table 52 - Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

#### Fragrances in India

## KEY DATA FINDINGS

## 2022 DEVELOPMENTS

Conducive external factors drive growth in fragrances in 2022

Focus on affordable packs to attract increased consumer demand for fragrances

Competition within premium fragrances intensifies with entry of new international brands and extensions from existing mass fragrances brands

## PROSPECTS AND OPPORTUNITIES

Expansion of retail offline channels, coupled with more campaigns to educate consumers, key to increasing penetration of fragrances Increasing employed population and rising aspirations set to push demand for premium fragrances

#### **CATEGORY DATA**

Table 53 - Sales of Fragrances by Category: Value 2017-2022

Table 54 - Sales of Fragrances by Category: % Value Growth 2017-2022

- Table 55 NBO Company Shares of Fragrances: % Value 2018-2022
- Table 56 LBN Brand Shares of Fragrances: % Value 2019-2022
- Table 57 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022
- Table 58 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022
- Table 59 Forecast Sales of Fragrances by Category: Value 2022-2027
- Table 60 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

#### Hair Care in India

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

"Skinification" of hair influences hair care

Hair fall remains a major concern for the Indian population

Hair oil brands focused on ingredient-led product positioning drive growth

#### PROSPECTS AND OPPORTUNITIES

Digital-first brands help companies attract younger consumers

Personalisation and customisation to have a key role in the growth of new hair care brands

Emergence of shampoo bars as a novel format in the forecast period

#### **CATEGORY DATA**

- Table 61 Sales of Hair Care by Category: Value 2017-2022
- Table 62 Sales of Hair Care by Category: % Value Growth 2017-2022
- Table 63 Sales of Hair Care by Premium vs Mass: % Value 2017-2022
- Table 64 NBO Company Shares of Hair Care: % Value 2018-2022
- Table 65 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022
- Table 66 LBN Brand Shares of Hair Care: % Value 2019-2022
- Table 67 LBN Brand Shares of Colourants: % Value 2019-2022
- Table 68 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022
- Table 69 LBN Brand Shares of Styling Agents: % Value 2019-2022
- Table 70 LBN Brand Shares of Premium Hair Care: % Value 2019-2022
- Table 71 Forecast Sales of Hair Care by Category: Value 2022-2027
- Table 72 Forecast Sales of Hair Care by Category: % Value Growth 2022-2027
- Table 73 Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

## Men's Grooming in India

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Strong performance despite inflation and supply chain challenges

Men's grooming maintains growth due to more attention on appearance

Fmcg giants eye growing opportunities in men's grooming

## PROSPECTS AND OPPORTUNITIES

E-commerce to drive growth and penetration for the category

New emerging categories such as beard oil expected to flourish in the forecast period

Men's fragrances and men's skin care expected to experience rapid growth during the forecast period

## **CATEGORY DATA**

- Table 74 Sales of Men's Grooming by Category: Value 2017-2022
- Table 75 Sales of Men's Grooming by Category: % Value Growth 2017-2022
- Table 76 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

- Table 77 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022
- Table 78 NBO Company Shares of Men's Grooming: % Value 2018-2022
- Table 79 LBN Brand Shares of Men's Grooming: % Value 2019-2022
- Table 80 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022
- Table 81 Forecast Sales of Men's Grooming by Category: Value 2022-2027
- Table 82 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

#### Oral Care in India

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Increasing prevalence of whitening and brightening claims fuels growth

Dental care companies strive to improve oral hygiene amongst Indian consumers

Introduction of novel products drives the emergence of new segments

#### PROSPECTS AND OPPORTUNITIES

Low per capita consumption sets the stage for expansion in the coming years

Oral care brands start to move towards sustainable packaging

Although new oral care categories are emerging, toothpaste likely to remain the most popular product

#### **CATEGORY DATA**

- Table 83 Sales of Oral Care by Category: Value 2017-2022
- Table 84 Sales of Oral Care by Category: % Value Growth 2017-2022
- Table 85 Sales of Toothbrushes by Category: Value 2017-2022
- Table 86 Sales of Toothbrushes by Category: % Value Growth 2017-2022
- Table 87 Sales of Toothpaste by Type: % Value Breakdown 2018-2022
- Table 88 NBO Company Shares of Oral Care: % Value 2018-2022
- Table 89 LBN Brand Shares of Oral Care: % Value 2019-2022
- Table 90 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022
- Table 91 LBN Brand Shares of Toothpaste: % Value 2019-2022
- Table 92 Forecast Sales of Oral Care by Category: Value 2022-2027
- Table 93 Forecast Sales of Oral Care by Category: % Value Growth 2022-2027
- Table 94 Forecast Sales of Toothbrushes by Category: Value 2022-2027
- Table 95 Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

#### Skin Care in India

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Functional skin care gains popularity amongst younger consumers

Ayurveda continues to gain momentum in skin care

Blurring of the distinction between skin care and colour cosmetics

## PROSPECTS AND OPPORTUNITIES

Skin care expected to see consistent growth in the forecast period

Restoring the skin barrier will continue to be important in the forecast period

Growing urbanisation and rising number of dual-income households set to fuel growth in the forecast period

## **CATEGORY DATA**

- Table 96 Sales of Skin Care by Category: Value 2017-2022
- Table 97 Sales of Skin Care by Category: % Value Growth 2017-2022
- Table 98 NBO Company Shares of Skin Care: % Value 2018-2022

- Table 99 LBN Brand Shares of Skin Care: % Value 2019-2022
- Table 100 LBN Brand Shares of Basic Moisturisers: % Value 2019-2022
- Table 101 LBN Brand Shares of Anti-agers: % Value 2019-2022
- Table 102 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022
- Table 103 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022
- Table 104 LBN Brand Shares of Premium Skin Care: % Value 2019-2022
- Table 105 Forecast Sales of Skin Care by Category: Value 2022-2027
- Table 106 Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

#### Sun Care in India

## **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

Return of mobility and extended summer benefit sun care in 2022 Competition intensifies in sun care, as players capitalise on opportunities Innovations in product formulations and formats to cater to a wider audience

#### PROSPECTS AND OPPORTUNITIES

Sun protection, being an integral part of minimalistic skin care, will see growth in the forecast period Adoption of herbal ingredients in sun care products expected to further attract consumers Wide availability has made products more affordable, which will raise demand in the years to come

#### **CATEGORY DATA**

- Table 107 Sales of Sun Care by Category: Value 2017-2022
- Table 108 Sales of Sun Care by Category: % Value Growth 2017-2022
- Table 109 NBO Company Shares of Sun Care: % Value 2018-2022
- Table 110 LBN Brand Shares of Sun Care: % Value 2019-2022
- Table 111 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022
- Table 112 Forecast Sales of Sun Care by Category: Value 2022-2027
- Table 113 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

## Premium Beauty and Personal Care in India

#### **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

Changing dynamics and increased global exposure favour premium beauty and personal care

Digitalisation and growing popularity of beauty e-tailers promote accessibility to consumers

Potential for premium beauty and personal care in India attracts attention from international brands

#### PROSPECTS AND OPPORTUNITIES

Millennials and younger consumers will drive demand for premium beauty and personal care

Hair care and skin care will continue to drive growth in premium beauty and personal care

Natural ingredients-based products beyond skin care to be prominent in premium beauty and personal care

## **CATEGORY DATA**

- Table 114 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022
- Table 115 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 116 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022
- Table 117 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022
- Table 118 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027
- Table 119 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

## Mass Beauty and Personal Care in India

#### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Mass beauty and personal care continues to dominate, and grows due to inflationary pressure

Mass colour cosmetics witnesses the fastest growth on the back of rising consciousness of personal grooming

E-commerce helps mass beauty and personal care to expand its reach and attract demand from digital-savvy consumers

#### PROSPECTS AND OPPORTUNITIES

Inclusive positioning of mass beauty products expected to contribute to growth Multi-benefit, cost-effective product options likely to surge in the forecast period Penetration of mass beauty brands beyond tier-1 cities to fuel demand

#### **CATEGORY DATA**

Table 120 - Sales of Mass Beauty and Personal Care by Category: Value 2017-2022

Table 121 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 122 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022

Table 123 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 124 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

Table 125 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

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