Beauty and Personal Care in India

July 2023

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Brands leverage claims to attract parents increasingly conscious of product safety and efficacy
Developing an e-commerce ecosystem benefits baby and child-specific products

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Sun protection, being an integral part of minimalist skin care, will see growth in the forecast period

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Premium Beauty and Personal Care in India

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

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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

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