

Premium Beauty and Personal Care in India

July 2023

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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

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Beauty and Personal Care in India - Industry Overview

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DISCLAIMER

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