

India Skin Care Market Forecast 2022-2028

Market Report | 2022-09-26 | 137 pages | Inkwood Research

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Report description:

MARKET INSIGHTS

The India skin care market is predicted to record a CAGR of 5.43% during the forecast period, 2022-2028. The major growth factors include celebrity skin care product lines and the growing prevalence of Korean cosmetics. However, the rising number of fake products and the growing shift to (do-it-yourself) DIY skin care are evaluated to hamper the market growth.

MARKET INSIGHTS

In countries like India, the COVID-19-induced home insulation facilitated personalized and premium skin care regimens. This further enabled market entry opportunities for K-Beauty brands. Also, the shift to internet sales allowed these companies to operate without substantial investments in physical infrastructure like storefronts. In addition, Korean skin care brands incorporate innovations into their beauty products.

Furthermore, the demand for ayurvedic and herbal skin care products is on the rise. This is accredited to the growing awareness of consumers regarding Ayurveda. Ayurvedic products offer natural and almost no negative effects, which has gained the trust of consumers. Moreover, the trend of men actively seeking skin care regimens has facilitated increased market prospects for brands like Bombay Shaving Company and The Man Company. Besides, the increasing incorporation of artificial intelligence (AI) to offer personalized skin care solutions offers growth opportunities.

COMPETITIVE INSIGHTS

Some of the leading companies in the market are Himalaya Wellness Company, Emami Ltd, Hindustan Unilever Limited, Johnson & Johnson Pvt Ltd, etc.

Our report offerings include:

- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation caters to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share
- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.
- Competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.

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- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

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