

India Hair Care and Styling Products Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 85 pages | Mordor Intelligence

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Report description:

The Indian Hair Care and Styling Products Market is projected to grow at a CAGR of 6.58% during the forecast period (2022-2027).

Even though the economic magnitude of the COVID-19 pandemic on brands and retailers will be far greater than any recession, there are signs that the hair care industry may once again prove relatively resilient. In India, the industry's 2020 revenue fell by USD 6 million compared with 2019. In various markets, consumers report they intend to spend less on beauty products in the near term (primarily driven by declines in spending on color cosmetics).

Over the medium term, the changing consumer dynamics and increasing product awareness are expected to majorly drive the market. These changes are due to the high millennial population, migration towards cities, and rising women's employment. Also, the focus on the premium sector has been identified to grow among the urban and youth population, with consumers willing to spend a decent amount on products offering faster results. Products designed for focused hair types are gaining popularity among users, with companies now focusing on products rich in active ingredients.

Moreover, increasing internet penetration and the push of e-commerce companies to attract consumers are driving the sales from e-commerce. In contrast, sales from physical retail channels continue to dominate the market.

India Hair Care & Styling Products Market Trends

Increasing Demand For Organic and Herbal Hair Care Products

India is one of those countries with dynamic consumerism, which has paved the way for the strong growth of the hair care

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industry. A large population and positive network externalities have helped India to achieve substantial growth in the business of organic hair care over the past half-decade. Growing uses of organic and herbal hair care products such as olive oil-based shampoos, oil, conditioners, hair gels, and others have paved the way for strong market growth over the long run. Additionally, governments have restricted some chemicals from being used in manufacturing hair care products, such as ammonia in hair color. This, in turn, has created a pathway and a blueprint for organic manufacturers to enter the hair care business with full force. From a consumer standpoint, rising inclination and awareness of organic and herbal hair care products over synthetic products is anticipated to create ample opportunities for organic hair care stakeholders.

Supermarkets/Hypermarkets Dominate the Market

The supermarkets and hypermarkets segment led the market in 2021. This is attributed to the fact that supermarkets and hypermarkets offer options such as discounts and the convenience of instant gratification. Due to the large retail space and the availability of diversified product ranges across various brands, hypermarkets/supermarkets remained the most preferred point of sales for hair care and styling products in the studied region. Additionally, increasing product awareness in rural and semi-rural regions further pushes the market penetration with companies looking forward to expanding in new regions with products offered at small volumes at low costs. Hindustan Unilever retained its market leadership, aided by the strong performance of its flagship brands such as Dove and Sunsilk. At the same time, Patanjali Ayurved recorded the fastest growth rate in terms of volume sales. This is due to high product penetration and availability through various supermarkets across the country, leading to market growth.

India Hair Care & Styling Products Market Competitor Analysis

India's hair care and styling products market is a highly fragmented Market due to the presence of various giant players and local players such as L'Oreal and Henkel. Procter and Gamble, Hindustan Unilever Limited, Garnier, and others. Product innovation is one of the most adopted strategies with the infusion of natural and organic ingredients to meet the growing hair concerns of the consumers, such as hair fall, dandruff, color protection, and others. The companies are expanding their presence in the professional hair care segment is another active strategy followed by the companies.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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