

## **Colour Cosmetics in India**

Market Direction | 2023-07-13 | 30 pages | Euromonitor

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### **Report description:**

In 2022, the return of social gatherings, coupled with an increased focus on multifunctional products, allowed colour cosmetics in India to witness healthy growth, which ultimately drove the category beyond the pre-pandemic level of value sales. Social events such as weddings, parties, gatherings, and others, which were limited during the pandemic, were allowed to restart at full capacity in 2022, which led to increased usage occasions for colour cosmetics. With consumers looking to present thei...

Euromonitor International's Colour Cosmetics in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Colour Cosmetics market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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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

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