

## **India Home and Personal Care Pigments Market Report and Forecast 2024-2032**

Market Report | 2023-11-01 | 145 pages | EMR Inc.

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### **Report description:**

India Home and Personal Care Pigments Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India home and personal care pigments market is aided by the growing India pigments market, which is projected to grow at a CAGR of 3.10% between 2024 and 2032. Aided by the growing demand for organic pigments and rapid industrialisation, the market is expected to grow significantly by 2032.

Pigments are substances that impart colour to a medium by either reflecting or transmitting light. In the context of home and personal care products, these pigments play a crucial role in enhancing the aesthetic appeal, delivering functionality, and ensuring product differentiation. Widely used in products like soaps, detergents, cosmetics, hair care, and other personal care items, these pigments are fundamental in meeting consumer expectations and industry standards.

One of the significant India home and personal care pigments market trends is the booming cosmetic industry. The burgeoning middle-class population, coupled with rising disposable incomes, has led to a surge in demand for beauty and skincare products. These cosmetic items, ranging from lipsticks to eyeshadows, extensively utilise pigments to provide the desired shade and finish, thereby driving market demand.

Moreover, the increasing consumer demand for natural and organic personal care products has fuelled the India home and personal care pigments market growth. Pigment manufacturers are now focusing on developing natural and organic pigments that are both safe for the skin and environmentally sustainable. This shift aligns with the growing consumer awareness and preference for eco-friendly and skin-friendly products in the Indian market.

The widespread application of pigments in home care products, like detergents and soaps, propels the India home and personal care pigments market demand. These pigments not only add colour but also play a role in product identification and branding. With the Indian population becoming increasingly brand-conscious, manufacturers are leveraging pigments to create distinctive and attractive product appearances to capture consumer attention and loyalty.

The India home and personal care pigments market analysis also highlights the importance of technological advancements in pigment formulation and manufacturing. Innovations in nanotechnology, for instance, have enabled the creation of pigments that offer better lustre, longevity, and coverage. Such advancements ensure that the pigments are more effective, long lasting, and provide better value for money, further enhancing their appeal to manufacturers and, ultimately, the consumers.

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## Market Segmentation

The market can be divided based on product type and application.

### Market Breakup by Product Type

- Organic Pigments
- Inorganic Pigments

### Market Breakup by Application

- Cleaners
- Hair Care
- Deodorants
- Soaps
- Skin Care
- Others

## Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the India home and personal care pigments market. Some of the major players explored in the report by Expert Market Research are as follows:

- BASF SE
- Clariant AG
- Sudarshan Chemical Industries Limited
- Huntsman Corporation
- Kiri Industries Ltd.
- Others

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