

## **India Hair Care and Styling Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 85 pages | Mordor Intelligence

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### **Report description:**

The India Hair Care and Styling Products Market size is estimated at USD 5.85 billion in 2024, and is expected to reach USD 8.93 billion by 2029, growing at a CAGR of 8.80% during the forecast period (2024-2029).

#### Key Highlights

- The hair care market in India is growing because of the requirement for organic hair care products in India. In India, hair damage has proven to be a major problem due to environmental issues, including pollution and UV radiation. Indians frequently struggle with dry hair, dandruff, and grey hair, particularly working women and college students.
- Furthermore, the use of chemical products, constant heat treatments on hair, and excessive usage of hair colors are also contributing to hair damage in the country. Because of all these problems, people prefer organic hair care products to reduce damage and have strong, beautiful hair.
- Over the medium term, the changing consumer dynamics and increasing product awareness are expected to drive the market. Consumers are willing to spend a higher amount for quicker and better results. Thus, market players manufacture the products according to consumer needs. In India, hair oils are in demand because they nourish the scalp, increase hair strength, relax, and reduce damage. Market players are innovating and launching hair oils with ayurvedic herbs and natural ingredients.
- For instance, In November 2021, Vedix, a customized Ayurveda beauty brand, launched a new hair oil product. According to the company, the new product is onion-based, and the strategy behind this product innovation is to compete with other players by offering consumers good hair oils.

India Hair Care Market Trends

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## Increasing Demand for Organic and Herbal Hair Care Products

- India is known for its use of ayurvedic and herbal ingredients in different medicines and products. Consumers are aware of the advantages of using herbal substances in haircare products. Therefore, it is more common for hair care products to contain herbal and natural ingredients. Increasing usage 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, increasing inclination and awareness of organic and herbal hair care products over synthetic products is anticipated to create ample opportunities for organic hair care stakeholders.
- For instance, in January 2021, Emmbros Overseas, one of the fastest-growing beauty and personal care companies, launched its premium hair care range "Go Range" under the St. Botanica brand. The products are made from naturally derived ingredients and essential botanical extracts.

## Increase in Online Sales of Hair Care and Styling Products

- E-commerce sales of beauty and personal care products are increasing in India owing to the convenience and quick services of the sales channels. Due to busy lifestyles and urbanization, consumers opt for online sites like Flipkart, Amazon, Myntra, Nykaa, Meesho, and many more to buy products.
- Due to the availability of a wide range of products, consumers have multiple options on e-commerce platforms. Consumers can also have foreign and luxury products on e-commerce sites. Furthermore, discounts and offers like buy-one-get-one draw consumer attention toward e-commerce sites.
- The e-commerce sites are expanding their reach to different brands and adding their product portfolios to the websites. For instance, in February 2021, Nykaa Naturals launched a new Natural Hair Care Range. The products include shampoo and conditioner in two variants - Apple Cider Vinegar & Ginger and Onion & Fenugreek. The products are also available on the e-commerce platform of Nykaa.

## India Hair Care Industry Overview

India's hair care and styling products market is highly fragmented due to the presence of various international players and regional players such as Dabur India Ltd and Marico Limited. Procter and Gamble, Unilever PLC, L'Oreal, and others. Product innovation is one of the most adopted strategies where players infuse natural and organic ingredients in hair care and styling products to meet the growing hair concerns of the consumers, such as hair fall, dandruff, color protection, and others. Companies are expanding their presence in the professional hair care segment, which 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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