

## **Colour Cosmetics in India**

Market Direction | 2024-07-18 | 33 pages | Euromonitor

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### **Report description:**

In 2022, colour cosmetics in India successfully recovered from the impacts of the pandemic, setting the stage for a double-digit surge in retail current value growth in 2023. Post-COVID-19, skin care products were all the rage, overshadowing the demand for colour cosmetics. However, as 2023 progressed, there was a noticeable shift in consumer preference, with a renewed interest in colour cosmetics. This resurgence can be attributed to consumers' increasing disposable incomes, making them more wi...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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### **Table of Contents:**

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List Of Contents And Tables

COLOUR COSMETICS IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers' emphasis on beauty fuels growth in colour cosmetics, propelled by traction of hydrating claim

Multipurpose and innovative product launches by mass brands attract Indian consumers

India's large teen population offers new opportunities for colour cosmetics brands

PROSPECTS AND OPPORTUNITIES

Promising economic landscape will continue to attract international premium brands to India

Omnichannel strategies will fuel the growth of colour cosmetics in India

Premiumisation will fuel future growth and promote sales progression

CATEGORY DATA

Table 1 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 4 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 5 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 6 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 7 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 8 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 9 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 10 □Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 11 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

BEAUTY AND PERSONAL CARE IN INDIA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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