

India Cosmetics Market Report and Forecast 2025-2034

Market Report | 2025-05-28 | 112 pages | EMR Inc.

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Report description:

The India cosmetics market size reached USD 12.05 Billion in 2024. The market is expected to grow at a CAGR of 4.03% between 2025 and 2034, reaching USD 17.89 Billion by 2034.

Makeup and colour cosmetics drive the India cosmetics market by offering opportunities for artistic expression

They provide a variety of colours, textures, and finishes for experimentation with diverse styles and trends. Makeup and colour cosmetics enhance natural features, offering versatility for various styles and occasions. They instil confidence, provide SPF protection, and incorporate anti-ageing properties. These products allow for artistic expression, professional looks, and trend exploration, and serve as a self-care routine. The market sees the introduction of new brands.

In February 2024, Soku Cosmetics debuted in India, emphasizing inclusivity and empowerment. The brand prioritizes easy, budget-friendly, and effective skincare with natural elements and scientific advancement. Soku's cruelty-free range includes eyeliners, sunscreens, and more, promoting effortlessly radiant skin.

Fragrances and deodorants provide an array of scents, enhancing personal expression with lasting freshness. They offer mood enhancement and aromatherapy benefits, suitable for various occasions, styles, and grooming needs. These products complement individual styles, leaving a lasting impression.

Market Segmentation

India Cosmetics Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market by Product

- Hair Care

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- Skin and Sun Care
- Fragrances and Deodorants
- Makeup and Color Cosmetics
- Others

Market Breakup by Gender

- Men
- Women
- Unisex

Market Breakup by Price Range

- Mass
- Premium

Market Breakup by Distribution Channel

- Supermarkets/Hypermarkets
- Specialty Stores
- Online Channels
- Others

Market Breakup by Region

- North India
- East and Central India
- West India
- South India

Competitive Landscape

The India cosmetics market key players are:

- Unilever plc
- Vellvette Lifestyle Private Limited
- ColorBar Cosmetics Pvt. Ltd.
- L'Oreal S.A.
- The Estee Lauder Companies Inc.
- Beiersdorf AG
- Kao Corporation
- Christian Dior Couture SA
- Revlon, Inc.
- Shiseido Company, Limited
- others.

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