

India vegan cosmetic market is projected to witness a CAGR of 6.24% during the forecast period FY2026-FY2033, growing from USD 0.55 billion in FY2025 to USD 0.90 billion in FY2033, driven by rising urbanization, disposable income, increasing consumer awareness of animal welfare and sustainability, and e-commerce expansion.

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Report description:

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The market for vegan beauty products has gone through a boom as urbanization, e-commerce growth, and a rise in disposable incomes can provide vegan beauty products to young urban consumers who network through digital channels. E-commerce options paired with the power of social networking have changed the way that vegan cosmetics can get to consumers, while influencers and beauty bloggers have become an essential source of education, awareness, and adoption for these products. The market has even begun to respond to consumer requests for transparency with a focus on three recognized areas, including ingredient sourcing and organic certifications, and sustainable packaging solutions. The Indian vegan market continues to expand

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dynamically, combining ethical practices with health-conscious formulations to offer progressive options for all consumer segments.

For instance, in July 2024, BEAUTY&YOU India, by Estee Lauder and Nykaa, launched its third edition, offering prizes, mentorship, and global visibility to innovative, India-focused beauty and wellness brands. Several brands including vegan brands participated in this.

Rising Consumer Consciousness and Awareness Fuel the Market Demand

Consumer awareness and sensitivity are increasing and booming India's vegan cosmetics industry, as consumers like to indulge in products that match their beliefs in health, sustainability, and cruelty-free. Increased consumer awareness and ethical thinking are also evident in the demand for cruelty-free and plant-based beauty products free from Parabens, Sulfates, Phthalates, Synthetic chemicals, and animal-derived ingredients. For instance, in May 2025, Quest Retail Private Limited (The Body Shop) became the first global beauty corporation to hit 100% vegan product formulations, which were certified by The Vegan Society. This milestone includes all the haircare, skincare, makeup, and fragrance products, which is the brand's commitment to cruelty-free beauty and a new benchmark for ethical cosmetics in the market, reflecting how brands are evolving based on consumer demand by delivering effective and ethical solutions for all skin issues. The positive reaction to these products, particularly from consumers residing in metro and tier 1 cities, depicts the reality that there is a certain demand for vegan cosmetics.

Government Regulation in Market Growth

The regulatory policies of the government have fuelled the increase in vegan cosmetics demand in India by aligning consumer tastes for ethics and sustainability. India emerged as a global leader in cruelty-free standards with the 2014 ban on cosmetic animal testing, which has been followed by few other nations. The ban generated trust in ethical consumers and compelled cosmetic companies to make the transition to non-animal testing while formulating alternative products, which broadened the reach of the market for vegan products.

Further, India sustains its market development through a regulatory system that imposes tight safety procedures in addition to quality and labelling procedures for all cosmetics imported or produced within the nation. With the joint regulations of the Drugs and Cosmetics Act 1940 and the Cosmetic Rules FY2020, all cosmetic products have to undergo processes of registration and inspection that protect consumers from deceptive advertising and low-quality products.

A new wave of ethical entrepreneurs' benefits from national programs that provide guidance and financial support to innovative beauty brands. The intersection of rising consumer demand with strict regulatory requirements and growing industrial creativity has transformed beauty standards throughout India which resulting in increased market sustainability through vegan and ethical cosmetic products.

For instance, in May 2025, PP Consumer Pvt Ltd (Dr. Rashel) launched India's first 100% vegan bio-collagen deep facial mask, which sets a new benchmark for ethical skincare by using plant-based ocean collagen and soya fiber. This product, available in variants for different skin needs, demonstrates how regulatory backing and consumer demand are driving brands to deliver high-performance, cruelty-free solutions.

Online Distribution Channel Propelled the India Vegan Cosmetics Market Trends

India vegan cosmetics market shows substantial development because distribution channels have expanded rapidly across the country. Modern digital platforms combined with e-commerce growth have simplified the availability of vegan beauty items for customers in cities as well as smaller towns. For instance, in August 2024, Nykaa E-Retail Limited, launched the Los Angeles-based vegan skincare brand Versed, alongside other cult beauty brands. That demonstrates how digital platforms are making global vegan options easily available in India. These platforms serve as a vital connection point between worldwide fashion trends and regional market requirements by delivering specialized vegan beauty sections with AI-based product matching and language support for smaller towns.

Physical retail stores have started to adopt vegan cosmetics beyond their e-commerce operations. Digital first and traditional customers find cruelty-free beauty products at both specialized beauty retailers and large retail chains, which have designated shelf areas for these products. The hybrid retail approach combines digital shopping convenience with traditional in-person encounters to establish customer trust through direct product handling. The combined business approach has enabled mainstream acceptance of vegan cosmetics in India while driving rapid market expansion to meet consumer needs in both city

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and town markets.

North Region is Dominating the Market

The North Indian region functions as the primary base for the vegan cosmetics market because Delhi-NCR utilizes strategic advantages to accelerate industry growth. Delhi enables the region to host many of India's direct-to-consumer beauty brands, which include Vive Cosmetics, Aaryanveda Cosmeceuticals, by providing established infrastructure and startup-friendly business regulations. Companies based in Sonipat and Faridabad achieve better production efficiency because of their proximity to their manufacturing sites, while Fireside Ventures and Sequoia accelerate product development with their funding support. The region's technology-focused customers who value environmental protection show strong interest in new vegan product launches, thus creating an ideal market environment. The area demonstrates the highest density of influencer marketing through its efficient distribution systems and advanced digital marketing approaches, which also lead to maximum e-commerce penetration. The market leadership of this area results from its combination of premium formulation talent and marketing capabilities within its skilled workforce. The vegan beauty market has expanded its reach from Delhi-NCR to Chandigarh, which gains advantages from its ayurvedic heritage to establish clean beauty manufacturing facilities and expand its supermarket distribution network.

Impact of the United States Tariffs on India Vegan Cosmetics Market

□□The U.S. imposes a 26% duty on most Indian goods, including vegan cosmetics, reducing price competitiveness for Indian exporters in the United States market.

□□Indian brands can then concentrate more on consolidating their position in the local market as well as searching for new export markets, instead of pushing to expand in the United States as a result of lower competitiveness under higher tariffs.

□□The tariff climate compels Indian vegan cosmetics brands to invest in domestic innovation, cost reduction, and resilient supply chains. Not only does this make them competitive in the local market, but also more poised to take advantage of alternative export markets.

□□U.S. tariffs on Chinese imports remaining higher than those on Indian goods, India could benefit from the "China+1" strategy, provided manufacturers match Chinese rivals in quality and pricing.

Key Players Landscape and Outlook

Remarkable changes in India's vegan cosmetics market stem from a combination of conscious consumer behaviour and an emerging entrepreneurial approach. The current market leadership rests with companies such as Pureplay Skin Sciences (India) Private Limited (Plum Goodness), Juicy Chemistry Private Limited which have become dominant players through their focus on transparent operations and cruelty-free practices, along with plant-based products. Digital marketing, together with influencer partnerships and e-commerce excellence, has enabled these brands to capture a growing market of young urban consumers who value ethical products. The brand's focus on sourcing ethics and sustainable packaging directly appeals to modern, environmentally conscious consumers.

The market environment grows more competitive each day as venture capital firms support emerging businesses, while established global brands Lush and Pacifica Beauty, and e.l.f. Cosmetics drive innovation and boost industry benchmarks. For instance, in April 2024, AFFOREST Green Beauty LLP, a Bangalore-based green beauty brand, launched India's first jackfruit skincare range. The brand AFFOREST creates distinctive products with rare forest components, which include jackfruit extract that delivers substantial vitamin C, together with its antioxidant properties, which combat aging. Their dedication to non-animal testing procedures and non-toxic formulations, alongside reforestation through every sale, demonstrates their progressive approach toward sustainable practices. The introduction of plant-based cosmetics by brands including AFFOREST will drive India's vegan cosmetic market to expand while establishing distinctive market positions that lead to international recognition.

Table of Contents:

- 1.□□Project Scope and Definitions
- 2.□□Research Methodology
- 3.□□Impact of U.S. Tariff
- 4.□□Executive Summary
- 5.□□Voice of Customers
- 5.1.□□Respondent Demographics

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- 5.2.□Brand Awareness
- 5.3.□Factors Considered in Purchase Decisions
- 5.4.□Challenges Faced Post Purchase
- 5.5.□Preferred Distribution Channel
- 6.□India Vegan Cosmetics Market Outlook, FY2019-FY2033F
- 6.1.□Market Size Analysis & Forecast
- 6.1.1.□By Value
- 6.2.□Market Share Analysis & Forecast
- 6.2.1.□By Product Type
- 6.2.1.1.□Skin Care
- 6.2.1.2.□Hair Care
- 6.2.1.3.□Makeup
- 6.2.1.4.□Others
- 6.2.2.□By Packaging Type
- 6.2.2.1.□Tubes
- 6.2.2.2.□Jars
- 6.2.2.3.□Pencils and Sticks
- 6.2.2.4.□Pumps and Dispensers
- 6.2.2.5.□Others
- 6.2.3.□By End-user
- 6.2.3.1.□Personal
- 6.2.3.2.□Commercial
- 6.2.4.□By Distribution Channel
- 6.2.4.1.□Supermarkets/Hypermarkets
- 6.2.4.2.□Departmental Stores
- 6.2.4.3.□Multi-Branded Stores
- 6.2.4.4.□Online
- 6.2.4.5.□Others
- 6.2.5.□By Region
- 6.2.5.1.□North
- 6.2.5.2.□East
- 6.2.5.3.□West and Central
- 6.2.5.4.□South
- 6.2.6.□By Company Market Share Analysis (Top 5 Companies and Others - By Value, FY2025)
- 6.3.□Market Map Analysis, FY2025
- 6.3.1.□By Product Type
- 6.3.2.□By Packaging Type
- 6.3.3.□ By End-user
- 6.3.4.□By Distribution Channel
- 6.3.5.□By Region
- 7.□Import and Export Analysis
- 8.□Value Chain Analysis
- 9.□Porter's Five Forces Analysis
- 10.□PESTLE Analysis
- 11.□Pricing Analysis
- 12.□Market Dynamics
- 12.1.□Market Drivers

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- 12.2.□Market Challenges
- 13.□Market Trends and Developments
- 14.□Case Studies
- 15.□Competitive Landscape
- 15.1.□Competition Matrix of Top 5 Market Leaders
- 15.2.□SWOT Analysis for Top 5 Players
- 15.3.□Key Players Landscape for Top 9 Market Players
- 15.3.1.□Pureplay Skin Sciences (India) Private Limited (Plum Goodness)
- 15.3.1.1.□Company Details
- 15.3.1.2.□Key Management Personnel
- 15.3.1.3.□Key Products Offered
- 15.3.1.4.□Key Financials (As Reported)
- 15.3.1.5.□Key Market Focus and Geographical Presence
- 15.3.1.6.□Recent Developments/Collaborations/Partnerships/Mergers and Acquisitions
- 15.3.2.□Delashi Care Private Limited (Disguise Cosmetics)
- 15.3.3.□Svah Cosmetics Private Limited (Kiro Beauty)
- 15.3.4.□Asa Beauty Private Limited
- 15.3.5.□Eternite Elements Private Limited (Daughter Earth)
- 15.3.6.□FAE Beauty Private Limited
- 15.3.7.□AFFOREST Green Beauty LLP
- 15.3.8.□Juicy Chemistry Private Limited
- 15.3.9.□Earth Rhythm Private Limited
- *Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.
- 16.□Strategic Recommendations
- 17.□About Us and Disclaimer

India vegan cosmetic market is projected to witness a CAGR of 6.24% during the forecast period FY2026-FY2033, growing from USD 0.55 billion in FY2025 to USD 0.90 billion in FY2033, driven by rising urbanization, disposable income, increasing consumer awareness of animal welfare and sustainability, and e-commerce expansion.

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