

India Coconut Oil-Based Cosmetics Market Outlook Report - Market Size, Share Analysis and Forecast (2025-2034)

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Report description:

The India coconut oil-based cosmetics market stood at a value of 9381.63 Crore in 2024. The market is expected to grow at a CAGR of 6.80% during the forecast period of 2025-2034 to attain a value of 18113.02 Crore by 2034. Rising consumer preference for natural, chemical-free beauty solutions is boosting product demand.

Key Insights and Trends

- The South India coconut oil-based cosmetics market registered 36.6% of the revenue share in 2024 and is expected to grow at a CAGR of 6.6% over the forecast period.
- The West Indian market is expected to grow at a CAGR of 6.7% over the forecast period.
- By type, the extra virgin category is projected to grow at a CAGR of 7.0% over the forecast period.
- By application, the skin care category is expected to grow at a CAGR of 6.8% over the forecast period.

Market Size & Forecast

- Market Size in 2024: 9381.63 Crore
- Projected Market Size in 2034: 18113.02 Crore
- CAGR from 2025 to 2034: 6.80%
- Dominant Regional Market: South India

Rising Applications of Coconut Oil Based Skin Care Products to Bolster the Growth of the India Coconut Oil-Based Cosmetics Industry

Based on application, the skin care sector accounts for a significant share in the industry. This can be attributed to the rising

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awareness about the advantages of using coconut oil-based skin care products. The demand for coconut oil in anti-aging creams, owing to its anti-oxidant properties, has been significant. It is utilised as one of the base ingredients in popular skin care as well as hair care products. Furthermore, coconut oil-based cosmetics reduce inflammation, keep skin moisturised, and prevents acne. Therefore, they have a significant demand in the beauty industry in India. Over the forecast period, the coconut oil-based hair care products are likely to witness a robust growth in the country owing to the rising pollution in states like Delhi, Haryana, Uttar Pradesh, and Maharashtra, among others, as they are effective in preventing the damage of hair. The rising disposable income, increasing competition among key market players in the cosmetics and personal care sector, and the descent growth rate of India's economy are expected to further bolster the market growth in the forecast period.

Coconut Oil-Based Cosmetics: Market Segmentation

Coconut oil-based cosmetics are the cosmetic products in which coconut oil is infused to add its properties to the product. These properties include anti-aging, acne protection, scar healing, skin protection, and anti-inflammation, among others. The coconut oil-based cosmetics available in the industry include lip balm, massage oil, hair oil, face packs, and face cream, among others.

By type, the market is divided into:

- Natural
- Virgin
- Extra Virgin
- Refined

Based on application, the industry is segmented into:

- Hair Care
- Skin Care
- Makeup Products
- Others

The industry is categorised based on premiumisation into:

- Mass
- Mid Premium
- Premium

On the basis of distribution channel, the industry is divided into:

- Supermarket and Hypermarket
- Grocery Stores
- Cosmetics Shops
- Chemists/Pharmacies
- Online
- Others

The Rising Disposable Income and the Product Innovations to Boost the Growth of the India Coconut Oil Based-Cosmetics Industry

The coconut oil-based cosmetics market in India is driven by the rising living standards, rapid urbanisation, thriving health and

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personal care sector, and high growth rate of the country's economy. The increasing disposable income has enhanced the affordability of premium and natural skin care products among the middle class, thus, contributing to the demand growth. Over the forecast period, the market is expected to be aided by the growing R&D activities by the key market players and the growing trend of coconut oil face masks. Several studies have demonstrated that coconut oil face masks are the best thing that can happen to your skin. Coconut oil with honey is excellent for dry skin, coconut oil with lemon can treat the tanned skin, and coconut oil with baking soda is great for gentle exfoliation. Therefore, these factors are expected to further augment the demand for coconut oil-based cosmetics in India.

Key Industry Players in the India Coconut Oil-Based Cosmetics Market

The report gives a detailed analysis of the following key players in India coconut oil-based cosmetics market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- Dabur India Ltd.
- Patanjali Ayurved Limited
- Beiersdorf AG
- Kama Ayurveda Pvt. Ltd.
- Marico Ltd.
- Bio Veda Action Research Co.
- Others

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis.

India Coconut Oil-Based Cosmetics Market Report Snapshots

India Coconut Oil-Based Cosmetics Companies

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