

India Home and Personal Care Pigments Market Report and Forecast 2025-2034

Market Report | 2025-08-13 | 113 pages | EMR Inc.

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Report description:

The India home and personal care pigments market attained a volume of 154.57 TMT in 2024. The industry is expected to grow at a CAGR of 5.00% during the forecast period of 2025 and 2034 to attain a volume of 251.78 TMT by 2034.

Due to the growing demand for organic pigments, they are the dominant type of pigments produced, accounting for nearly 58% of the total pigments production in India. Factors like rapid industrialisation, construction activities, and rising automotive industry in India will increase the demand for paints and coatings, which is the largest and the fastest-growing application sector for inorganic pigments. Pigments find their primary application in the production of printing inks in India, which accounts for nearly 47% of the total applications of the product. The growth of the pigments market in India is propelling the growth of the India home and personal care pigments market.

The India cosmetic industry is also aiding the market growth with the pigments being used within the sector extensively. Due to the increasing living standards and evolving lifestyles, the demand for cosmetic products such as skincare, haircare, and perfume is growing rapidly, giving the Indian cosmetics industry a high boost. The rise in urbanisation and the growth in nuclear family structures are also driving the home care industry, which is further aiding the growth of the India home and personal care pigments industry.

Market Segmentation

Pigment refers to a highly coloured class of compounds used to dye certain materials. While many materials have this property naturally, pigments are stable at average temperatures and have a high tinting capacity, so when used on objects or combined with a liquid, only a small amount is required to see the colour. These pigments are added to home and personal care products like bath soaps, toothpaste, lotions, hand wash, skin care creams, body scrubs, shower gels, face washes, toilet cleaners, glass cleaners, dish wash liquid, detergents, floor cleaners, air fresheners, etc.

Based on types, the market can be segmented into:

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- Organic Pigments
- Inorganic Pigments

It has wide applications in the following segments:

- Cleaners
- Hair Care
- Deodorants
- Soaps
- Skin Care
- Others

Market Analysis

The India home and personal care pigments industry is being aided by the rising economy and the growth of the overall home and personal care industry in India. The growing demand for personal care products or cosmetics is driving the industry. The introduction of new and innovative ingredients in these products are further propelling the industry growth. The growing consciousness among consumers about hygiene is providing further impetus to the industry growth. The increasing demand for unique effect pigments in personal care products like lip products and eye shadows is expected to drive the market further. The India beauty industry is growing at a faster pace due to globalisation and the introduction of new brands in India, which is expected to further propel the growth of the home and personal care pigments industry in the country.

Another factor driving the industry is the increasing income and changing lifestyle of the consumers. Their interest in innovative and premium products in the home and personal care industry is pushing the industry growth. With rising urbanisation and industrialisation, the competition among the key players is rising. The wider product choice and diversification are aiding the industry growth further. The increasing consumer interest in purchasing organic personal care products is also supporting the growth of the industry.

Competitive Landscape

The report gives a detailed analysis of the following key players in the India home and personal care pigments market, covering their competitive landscape, capacity, and latest developments like mergers, acquisitions, and investments, expansions of capacity, and plant turnarounds:

- BASF SE
- Clariant AG
- Sudarshan Chemical Industries Limited
- Huntsman Corporation
- Kiri Industries Ltd.
- Others

The report by EMR covers the macro and micro aspects of the industry. The comprehensive EMR report provides an in-depth assessment of the industry based on Porter's five forces model along with giving a SWOT analysis. It also analyses the price trends and global trade data.

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