

India Cosmetics Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

India Cosmetics Products Market Analysis

The India cosmetics products market size is estimated to be USD 1.89 billion in 2025 and is forecast to reach USD 3.17 billion by 2030, translating into a 10.9% CAGR. The pace easily exceeds the global beauty average, underscoring a structural rise in discretionary spending on personal appearance. Spending momentum is visible across income brackets because social media exposure, rising disposable incomes, and widespread urbanization have re-defined beauty as part of daily wellness rather than a luxury. Even within tight household budgets, beauty outlays receive priority, evidenced by the country recording the world's highest percentage of consumers willing to spend more on cosmetics. Multinational and domestic brands are intensifying product launches to serve preferences for vegan formulas, clean labels, and affordable luxuries, while tightening regulatory oversight by the Central Drugs Standard Control Organization (CDSCO) and the Bureau of Indian Standards (BIS) raises compliance costs but improves consumer confidence. Together, these forces keep the India cosmetics products market on an expansion trajectory that shows no sign of plateauing.

India Cosmetics Products Market Trends and Insights

Premiumisation and "Affordable-Luxury" demand surge

The cosmetics market in India is experiencing a significant transformation, driven by a surge in demand for premium and "affordable-luxury" products. This evolution is reshaping both consumer attitudes and industry trajectories. As beauty awareness

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grows and social media exerts its influence, the definition of luxury is being redefined. Notably, consumers from non-metro cities, once distant from high-end brands, are now actively pursuing them. This trend is underscored by Nykaa's revelation that 55% of prestige beauty sales in 2023 originated from these non-metro regions, signaling a democratization of luxury consumption. The momentum is further bolstered by brand expansions, product innovations, and a rising preference for vegan and cruelty-free cosmetics, broadening the appeal of premium products beyond the traditional urban elite. Highlighting the shifting competitive landscape, international giants like L'Oreal are not just investing in local manufacturing but are also eyeing export opportunities. Today's consumers place a premium on organic and natural ingredients, and they're increasingly influenced by global trends, from K-beauty to clean beauty routines. This heightened awareness has amplified the value placed on product efficacy. Besides, modern shoppers are prioritizing authenticity and personalized experiences, viewing beauty products as essential lifestyle investments rather than mere discretionary purchases. Furthermore, regulatory shifts emphasizing ethical standards, combined with celebrity endorsements, are bolstering brand trust. In this digital age, where experiential shopping reigns, premium offerings have become strikingly accessible. This transformation is not just a fleeting trend; it's a fundamental shift in market dynamics, underscoring that in India's evolving beauty landscape, quality and experience are now paramount, overshadowing mere price considerations.

Increased awareness about personal grooming

The growing awareness of personal grooming is driving significant growth in the color cosmetics market in India, reshaping consumer behavior across demographics. Increased digital literacy and widespread social media penetration have made beauty education more accessible. Influencers such as Malvika Sitlani and Komal Pandey and brand-sponsored tutorials simplify complex makeup and skincare routines, reducing adoption barriers for both men and women. Urban youth are increasingly adopting advanced beauty regimens, expanding their preferences to include products like BB creams, concealers, and eyeshadows, moving beyond basic offerings. In metropolitan areas, Indian men dedicate more time to grooming, supported by evolving societal norms and the rise of male beauty influencers. Besides, corporate wellness programs and professional appearance standards further reinforce these habits, positioning grooming as a career-enhancing investment. Brands such as Lakme, Sugar Cosmetics, and Mamaearth are customizing products to suit Indian skin tones and climatic conditions, ensuring premium and innovative options are accessible even in smaller cities. Moreover, e-commerce platforms like Nykaa have democratized access to color cosmetics, driving rapid adoption and encouraging product experimentation across regions. Hence, influencer marketing has amplified the aspirational appeal of grooming, emphasizing inclusivity and authenticity. As personal grooming becomes an integral part of daily life, demand for color cosmetics remains strong, highlighting their essential role in the transformation of India's beauty landscape.

Prevalence of counterfeit products

The counterfeit products in the color cosmetics market are expanding faster than the legitimate market, primarily due to inadequate enforcement and consumer price sensitivity. This issue is particularly severe in rural and semi-urban areas where brand authentication capabilities are limited. Companies including Hindustan Unilever and L'Oreal have invested in anti-counterfeiting technologies and work with law enforcement agencies to address this challenge. However, the vast and fragmented retail network makes monitoring difficult. The presence of counterfeit cosmetics containing harmful substances creates significant health risks, including allergies and infections, which diminishes consumer trust and damages authentic brand value. While e-commerce platforms have implemented authentication measures, traditional retail channels remain susceptible to counterfeit products. Common counterfeiting methods include repackaging diluted or expired products, with social media influencers unknowingly promoting questionable items. Market size, complex supply chains, and insufficient penalties impede regulatory enforcement, though organizations are implementing consumer awareness campaigns and using technologies like AI and blockchain to control counterfeiting. Recent seizures of counterfeit products imitating brands such as MAC, Lakme, and Huda Beauty demonstrate the magnitude of this issue. Addressing this challenge requires enhanced collaboration between manufacturers, regulators, and law enforcement, along with improved consumer education about product authentication. The ongoing counterfeit trade impacts both public health and market development, representing a significant constraint for the color

cosmetics market.

Other drivers and restraints analyzed in the detailed report include:

Rising impact of social media and beauty trends / Rise of vegan and cruelty-free cosmetics / Limited penetration in rural markets /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Eye make-up products are projected to grow at a robust 11.74% CAGR through 2030, driven by social media beauty trends and advancements in application techniques. Lip make-up products continue to dominate the market, holding a 36.78% share in 2024. The rapid growth in the eye segment is attributed to influencer-led tutorials that simplify complex application processes, making products like eyeliner, mascara, and kohl more accessible to a wider consumer base. Whereas, facial make-up products, including foundation and concealer, are benefiting from increasing professional appearance standards and the normalization of video conferencing, although their growth remains moderate compared to the eye and lip categories. Moreover, nail make-up products, while the smallest segment, maintain steady demand in urban markets, with nail polish and remover gaining popularity among younger demographics.

The leadership of lip products is driven by cultural preferences and ease of application. Traditional kohl and kajal usage patterns have seamlessly transitioned into modern formulations and packaging. Seasonal demand significantly impacts the product mix, with festive periods boosting premium lip color sales, while everyday use supports growth in the mass-market segment. BIS standards for cosmetic safety have strengthened consumer trust in both domestic and imported products, fostering premiumization trends across all product categories. The product innovation cycle has accelerated, with brands introducing hybrid formulations that combine skincare benefits with color cosmetics, addressing consumer demand for multifunctional products that simplify beauty routines.

The mass category commands an 80.12% market share in 2024. However, the premium/luxury segment is projected to grow at a 12.77% CAGR through 2030, signaling a bifurcated market where volume and value growth follow distinct trajectories. This premiumization trend reflects increasing disposable incomes and aspirational consumption patterns, which now extend beyond traditional affluent demographics to include middle-class households. Mass market brands sustain their dominance through extensive distribution networks and competitive pricing, with companies like Sugar Cosmetics targeting Gen Z consumers by offering affordable product ranges that emphasize functionality over prestige.

Premium/luxury segment growth is concentrated in metropolitan areas and tier 1 cities, where the presence of international brands and advanced retail infrastructure supports higher price points and sophisticated product offerings. The luxury segment benefits from omnichannel retail strategies, highlighting consumer preferences for experiential purchasing in premium categories. Brand positioning strategies have evolved to introduce affordable luxury sub-segments, bridging the gap between mass and premium categories and enabling companies to capitalize on upward mobility in consumer spending. This category segmentation reflects broader economic trends, where income inequality creates distinct consumption tiers with minimal overlap in brand preferences and purchasing behaviors.

The India Cosmetics Products Market Report is Segmented by Product Type (Facial Make-Up Products, Eye Make-Up Products, Lip Make-Up Products, and More), Category (Mass, Luxury), Nature (Conventional, Natural/Organic), Distribution Channel (Supermarkets/Hypermarkets, Pharmacies/Drug Stores, Specialty Stores, and More), and Geography (East, West, North, South). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Unilever PLC / L'Oreal SA / FSN E-Commerce Ventures Ltd (Nykaa) / The Estee Lauder Companies / Vellvette Lifestyle Pvt. Ltd. (Sugar Cosmetics) / Revlon Inc / Modi Enterprises (Colorbar Cosmetics Pvt Ltd) / Honasa Consumer Ltd / Lotus Herbals Pvt Ltd / LVMH Moet Hennessy Louis Vuitton / The Good Glamm Group / Purple (Faces Canada) / Renee Cosmetics Pvt Ltd / Natura &Co Holding S.A. / Oriflame Holding Limited / Revolution Beauty Group PLC / Aravind Laboratories / Juicy Chemistry / Bio Veda Action Research Private Limited (Biotique) / Swiss Beauty Cosmetics Private Limited /

Additional Benefits:

 The market estimate (ME) sheet in Excel format /
3 months of analyst support /

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