

# BEAUTY & WELLNESS INDUSTRY IN INDIA

[www.crescendoworldwide.org](http://www.crescendoworldwide.org)



**CRESCENDO<sup>®</sup>  
WORLDWIDE**

**Report 2020 - 2021**



*Department of International Trade Promotion  
Ministry of Commerce, THAILAND*



# CONTENT

- 1. BEAUTY AND WELLNESS INDUSTRY IN INDIA**
  - Key Drivers Behind Recent Market Growth
  - Key Macroeconomic Growth Drivers
  - Major Players
  - Indian Beauty And Wellness Industry
  - Statistics Related With Beauty Industry
  - Growth Factors
  - Industry Trends
  - Workforce Distribution By Education
  - Preference Of Cosmetic Brands Among Consumers In India
- 2. BEAUTY, WELLNESS AND SPA MARKET IN INDIA**
  - Beauty And Personal Care Market In India
  - Indian Beauty And Personal Care Market Size In India
  - Segmentation Of Beauty And Personal Care
  - Market Size Of The Cosmetics Industry
  - Major Growth Factor Of Beauty Product Market
  - Top 10 Best Cosmetic Brands In India
- 3. WELLNESS AND SPA INDUSTRY OF INDIA**
  - Segmentation Of Wellness Group
    - Nutraceuticals
    - Alternative Therapies
    - Fitness And Slimming
  - Key Drivers For The Wellness And Beauty Industry
  - Retail Formats Most Beauty Services Players
- 4. E-COMMERCE SECTORS IN BEAUTY, WELLNESS AND SPA INDUSTRY**
  - The Online Beauty Community
  - Online Beauty Market
  - Top 10 Website To Buy A Beauty Products In India
  - Case Study Of Nykaa
- 5. GOVERNMENT POLICIES IN INDIA**
  - Government Initiatives
  - FDI Opportunities
  - Skill Development Plans
  - Cosmetic Regulation In India
- 6. CASE STUDY**
  - Maybelline
  - L'oreal



# BEAUTY & WELLNESS INDUSTRY IN INDIA



**Rohan Deshpande**  
Research Analyst

India is home to second largest population in the world. The size of beauty and wellness market is currently growing with CAGR 18%. Increasing awareness about physical and mental health has led the beauty and wellness market at high extent. In the coming years the market will occupy the majority cities in the India with various brands and creates new opportunities for investors for exploration in the Indian market.

*Rohan Deshpande*





# Chapter 1

## BEAUTY AND WELLNESS INDUSTRY IN INDIA

- The market size of India's beauty, cosmetic and grooming market will touch 20 billion dollars by 2025 from the current level of 6.5 billion dollars on the back of rise in disposable income of middle class and more and more people aspiring to live good life and look good, industry body.
- The industry has mainly been driven by improved purchasing power and rising aspiration among the lower strata of the society while industry players spending are coming out with products and pricing to suit consumers across difference levels of purchasing power.
- The rural population too is joining the mainstream with improvement in linkages with the cities by roads, telecommunication and the firms reaching out to the people in villages and small towns.
- The consumption pattern of cosmetics among teenagers went up substantially between 2005 and 2015 because of increasing awareness and desire to look good.
- In fact, they are among the fastest growing segment for the manufacturers of a range of products including body sprays, Over 68% of young adults feel that using grooming products boost their confidence.
- About 62% of young consumers in big cities prefer to buy online beauty and grooming products whereas, 45% of consumers tend to buy cosmetic, apparel items from any shop of their convenience rather than a single shop.
- Both quality and value for money is being sought by consumers.
- Brands such as L'oreal, Lakme, Maybellene, Nivea and Color Bar are being pushed as mass market products and focus on younger women and women with lower buying power, noted the paper. While these are little expensive products, the price barriers are also being broken both by the consumers and the manufacturers.
- The herbal cosmetics industry is also driving growth in the beauty business in India and is expected to grow at a rate of 12%.
- The Indian cosmetics industry has a plethora of herbal cosmetic brands like Forest Essentials, Biotique, Himalaya, Blossom Kochhar, VLCC, Dabur and Lotus and many more.
- The flourishing Indian fashion/ film industry is also fueling growth into the cosmetic industry in India by making Indians to realize the importance of having good looks and appearance.
- The men's grooming and personal care market in India is outpacing the personal care market at large for growth.

- Additionally, as more Indian men are looking to remain competitive in the workforce, they are seeking products to help them maintain a youthful look.
- More male Indian icons, such as Hindi actors and cricket players, are working with beauty and personal care brands to encourage the use of personal care product by men.
- There is a rising aspiration among Indian men to look better groomed, which has led to the Indian men's grooming market's rapid growth of more than 42% in the last 5 years.
- The study further showed that this growth is faster than the growth rate of the total personal care and beauty industry in India.
- Interestingly, men who fall in the age group of 18 to 25, spend more money on grooming and personal care products than women in India.
- The aspirations and requirements of today's young Indian men are rapidly evolving.
- With a surge in disposable income, men are becoming more discerning and indulgent.
- In an evolving trend in India, men are beginning to look at innovative grooming and personal care products created specifically for them.
- Due to changing demographics and lifestyles, deeper consumer pockets, rising media exposure, greater product choice, growth in retail segment and wider availability are the reasons for sharp rising demand of cosmetics among India men, especially the youth. Men in smaller towns are displaying greater desire for grooming, especially in the whitening and fairness segment, highlighted the study.
- There has been sharp increase in number of beauty salon and spa in the country. It is estimated that about 25-30% of total salon business come from men's treatment.



- Though young sensation Alia Bhatt, Athiya Shetty, and glamorous Aishwarya Rai Bachchan are seen in various TVC for L'Oréal Paris Shampoo, Garnier and Maybelline, it has appointed the very talented Deepika Padukone as its global brand ambassador.
- Only she can promote and endorse any brand of L'Oréal Paris of any countries.

## OPERATIONS AND RESEARCH & INNOVATION, THE WINNING PARTNERSHIP

- With its two research facilities, which have studied the specificities of Indian hair and skin, L'Oréal has developed and produced particular innovations in the two L'Oréal factories that are strategically located in the country.
- One of the most iconic products is Garnier Black Naturals, a hair colour cream in sachets, with a formula specifically adapted to Indian beauty needs, and a packaging especially designed for multiple retail touch points.
- At the back end of the product value chain, L'Oréal has a strong supply chain network, which is able to deliver to a huge number of outlets and a network of distributors who help reach the final points of sale.
- The local triptych of manufacturing, supply chain and Research & Innovation is a strong asset for L'Oréal.
- With the emergence of e-commerce, it is now becoming one of the key drivers of performance.

## E-COMMERCE, THE GAME CHANGER

- The digital and e-commerce revolution is bringing with it an awareness of global beauty brands and trends.
- Today, a young Indian has access to brands worldwide, bypassing the hurdles of traditional distribution.
- As urban youngsters are more and more connected thanks to an important mobile penetration in large and middle-sized cities, e-commerce is becoming the strategic channel of the future especially in the makeup category.
- It offers a whole new level of consumer recruitment opportunity. E-commerce is the No. 1 growth driver for L'Oréal India.
- The makeup category is particularly dynamic in e-commerce due to L'Oréal's commitment to creating best-in-class online consumer experience.
- When it comes to consumption with augmented reality and India is set to experience a whole new way of buying makeup online.
- Moreover, India's e-commerce potential has caught the attention of global giants like Amazon, Walmart, Alibaba and the Indian e-retailer Nykka.
- Today, Amazon and Flipkart cover nearly 100% of post codes in the country through an extensive, robust network of delivery partners.
- This has helped brands win new consumers beyond the metropolitan cities and towns.
- Consumers in these towns now have access to beauty products that are

not available through traditional physical retail distribution.

- E-commerce has truly opened up new ways to gain consumers across beauty brands.

### Hair Salons:

- 45,000 L'Oréal is present in 45,000 hair salons in India.
- Today, the professional hairdressing industry has double-digit growth, and the L'Oréal Professional Products Division is the market leader with a market share of 56% with brands like L'Oréal Professional, Matrix or Kerasotes. Hair coloring is a key example of L'Oréal's efforts in the country.
- India, which used to be the land of henna, has today over 45,000 salons using professional hair colorants and post coloration services.

### L'Oréal India: Where Beauty Meets Tradition Case Study Help Analysis with Solution Online

- Glancing for case solution online puts together each minute

information in one place along with the assistance of highly certified and professional tutors who has the ability to scan your mind from its core and improve the quality of education.

- In 2013, L'Oréal SA had become the largest cosmetics manufacturer in the world by understanding different markets and offering products to those consumers that met needs they may not have realized they even had.
- In India, L'Oréal spent more than 20 years studying its target consumers and developing products to cater to their specific needs.
- However, developing localized products was not the only criterion for success in a new market.
- As well, the company needed to deal with intensifying competition as global and local players challenged L'Oréal's efforts to penetrate and dominate the hair-care, skincare, makeup, and professional hair-care segments in the value-conscious and largely unorganized but fast-growing beauty market in India.





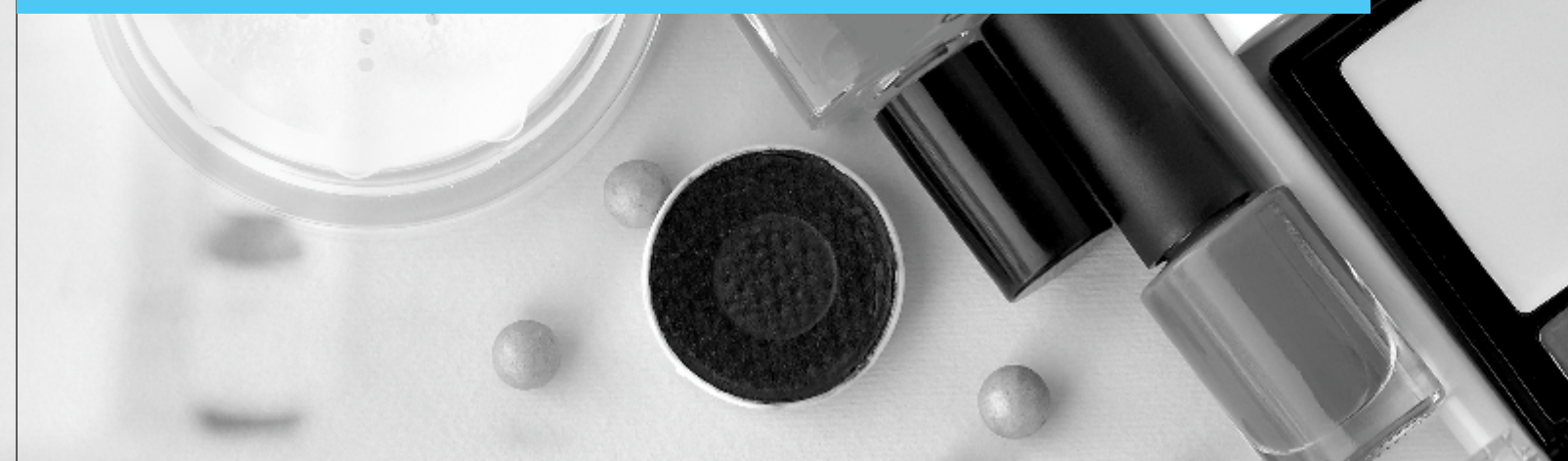
## About Crescendo Worldwide >>



Crescendo Worldwide ([www.crescendoworldwide.org](http://www.crescendoworldwide.org)) is an International Trade Generating Organization, Headquarter in Pune, Maharashtra, India.

- We are Supported by German State Government and Government of India and also Associated with Govt. of 22 Countries.
- We have served approximately 3000 Indian & Foreign companies for identifying right business partnering supported by ways of various ventures & collaborations. Till date we have supported more than 3000 companies across globe by ways of venture & Collaboration. To know more about Crescendo Worldwide, Visit the following [link](https://www.youtube.com/channel/UCwmYQ7uehnwE1M564noxuBQ/videos)  
<https://www.youtube.com/channel/UCwmYQ7uehnwE1M564noxuBQ/videos>

## Thailand Trade Center, Mumbai (TTC) >>



Thailand's Ministry of Commerce has been promoting manufacturers and exporter to supply products to global market. However, promoting outbound investment is another mission, while Indian Government is pursuing FDI policy to promote investment in India to create job and income in different states in India.

- Strengths in service business: Thailand holds reputation and potentials in service sectors, and capable entrepreneurs should be supported to provide services to consumers outside the country through overseas branches and offshore production base.
- Partnership building with Indian partners: To deliver good products and services to Indian consumers, we should share benefits and collaboration with local partners. TTC needs to provide insights, and facilitate business set-up and long-term cooperation among partners.





## REFERENCE



1. <https://fashionista.com/2019/07/india-beauty-cosmetics-market-growth>
2. <https://www.cosmeticsdesign-asia.com/Article/2019/10/21/Key-trends-that-are-shaping-India-s-booming-beauty-market>
3. <https://www.export.gov.il>
4. <https://www.loreal.com/>
5. <https://economictimes.indiatimes.com/>
6. <https://www.statista.com/>
7. <https://www.livemint.com/>
8. <https://www.premiumbeautynews.com/>
9. <https://yourstory.com/>
10. <https://health.economictimes.indiatimes.com/>
11. <https://globalwellnesssummit.com/>
12. <http://www.businessworld.in/>
13. <https://www.makeinindia.com/>
14. <https://www.peoplesmatters.in/>
15. <https://www.slideshare.net/>
16. <https://www.stylecraze.com/>
17. <https://www.bigcommerce.com/>
18. <https://news.manikarthik.com/>
19. <https://www.nykaa.com/>
20. <https://economictimes.indiatimes.com/>
21. <https://nsdcindia.org/>
22. <https://www.pwc.in/>
23. <https://www.cbinsights.com/>
24. <https://loyaltylion.com/>
25. <https://www.maybelline.com/>
26. <https://www.ampagency.com/>
27. <http://www.digitaltrainingacademy.com/>
28. <https://dsim.in/blog>
29. <http://www.supplychainshaman.com/>







# Thank You!





**CRESCENDO<sup>®</sup>  
WORLDWIDE**

- ▶ Crescendo Worldwide GmbH.
- ▶ Crescendo Worldwide Pvt. Ltd.
- ▶ [info@crescendoworldwide.org](mailto:info@crescendoworldwide.org)  
[www.crescendoworldwide.org](http://www.crescendoworldwide.org)

 [@crescendoworld](https://twitter.com/crescendoworld)

 [@Crescendo Worldwide](https://www.linkedin.com/company/crescendo-worldwide)

 [@Crescendoworldwide.org](https://www.facebook.com/Crescendoworldwide.org)

 [@Crescendoworldwide](https://www.instagram.com/Crescendoworldwide)

**Disclaimer:**

The report is not for public distribution and has been furnished solely for information and must not be reproduced or redistributed to others. None can use the report as a base for any claim, demand or cause of action and also none is responsible for any loss incurred based upon. This report may not be suitable for all. Opinion expressed is the current opinion as of the date appearing on the material only. Further, the information in the document has been printed on the basis of publicly available information like internal data, internet data, and other sources etc. believed to be true and are for general guidance only but which may have not been verified independently. While every effort is made to ensure the accuracy and completeness of information contained, the company takes no responsibility and assumes no liability for any error/ omission or accuracy, adequacy, validity, reliability, availability or completeness of the information. No warranty, expressed or implied, is made on the contents of the information and it shall be the responsibility of the intended user(s) to verify the same. Recipients of this material should rely on their own judgments and conclusions from relevant sources. The Company recommended that it should not be considered to be or taken as an offer to sell or a solicitation to buy/sell any security."