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Synopsis

The Indian economy, Asia’s third-largest, has been growing briskly at above 8 percent for the last couple of years. Indian cities dominate a new catalog of the world’s fastest-growing 100 cities in terms of urbanization, with three cities in top the 10. Globally, despite the worldwide economic slump, the personal care market in India has been growing at 13 percent per annum. The personal care product market is valued at USD 5.7 billion; its wellness service market was assessed at USD 2.9 billion in 2010.

The personal care industry is directly aligned to the demographics of the region that it serves. With the median age at 25 years, India is among the world’s youngest nations, as compared to 43 years in Japan and 36 years in the US. In addition, the country’s population base of 1.2 billion is estimated to rise to 1.5 billion by the end of 2030. Urbanization will also increase by 45 percent in the next 30 years. In recent times, Indian consumers have been looking for newer shopping experiences and products. Consumer concentration has shifted from traditional offerings to new generational ones; for instance, demand for soap cakes has shifted to liquid soaps, and shaving creams to foams and gels.

It is quite evident that the cosmetics and toiletries industry in the developed markets is close to saturation and growth has slowed down. Meanwhile, countries such as India, with its growing economy, offer a lucrative market for large multinationals. As per a recent study by the Confederation of Indian Industries (CII), the Indian color cosmetics and skin care markets have been increasing for the last two years and have recorded a growth rate of 20 percent in 2010. Consequently, this market has already experienced the entry of several brands, including MAC Cosmetics, Channel, Givenchy, Versace, Red Earth, The Body Shop, Christian Breton, ArtDeco and MAX Factor. Several of the foreign players are expanding; for instance, Baccarose is expanding its Parcos brand cosmetics stores, as are the MKP and Cosmos brands. This report demonstrates that now is just the right time for global cosmetics and skin care companies to participate in the growth story.

According to some researchers the Indian personal care industry will witness 25 percent growth rate in the next few years. The Emerging Market Forum declared that the per capita income of India is expected to increase about 18 times by 2039, while disposable income for households is estimated to grow three times by 2025. Globalization, rise in incomes, greater awareness about self needs and a change in
consumption patterns of households are the accelerating factors behind this rapid growth. However, even with double-digit growth rates, penetration of cosmetics and toiletries products is very low. Current per capita expenditure on cosmetics is about USD 1, compared to USD 36.65 in the other Asian countries. This low market penetration for cosmetics and personal care products offers an immense opportunity. India’s B and C class towns have mass-market product users and are yet to see much focused approach from vendors. This is a segment that presents a big opportunity for brands both national and international. Further, there is a huge scope for international and national Spa chains as most of the spas are concentrated in the Southern part of the country.

The second big opportunity is that some major European cosmetic retailers are looking for distributors and third-party manufacturers to set up joint ventures in the country. In fact after China, India is being seen as a strong manufacturing hub and a good source for natural ingredients. The country’s personal care sector is characterized by high volumes and low prices of cosmetic products. The ultimate winners would be those that ensure better value offerings to meet the needs of the Indian consumer.

The report also profiles a few of the major players like Zydus Wellness Limited, Talwalkar’s Better Value Fitness Limited, and Hindustan Unilever Limited (HUL), among others. It examines the best practices of these companies and looks at their financials in the context of key growth factors, there by demonstrating the innate potential of the sector.

This report will facilitate various international and national players interested in the personal care sector. Investors, retailers of beauty products, fitness chains, fitness equipment makers, beauty appliances manufacturers, beauty product ingredient producers, banks or financial institutions will get an insight into the market that will help them to strategize investment, expansion and entrance into the Indian personal care market.
The report analyses the wide and diverse spectrum of Indian Personal Care industry

SCOPE OF THE REPORT

- Entire Indian Personal care Product and services industry with their market size and share
- Providing full assistance to the way investment, expansion and entrance in Indian personal care market.
- Opportunities in various segments of the industry
- Outlook of the industry

KEY FEATURES DISCUSSED

- Global and Indian market Forecast
- Growth drivers and trends of the industry
- Emerging fields and their growth trends
- Per Capita Consumption of various Personal Care Products
- Consumption Pattern and Penetration Level
- Comparative Cost structure
- Key Investments and M&A activities in respective segments
- Initiative and Regulations of Govt. of India to enhance flavor of Personal care

WHY ONE SHOULD BUY

- Comprehensive outlook of the industry
- Detailed analysis of all the segments and their opportunities has been discussed
- Better understanding of the market vis-à-vis market prospects
- Better positioning of products and service

BENEFICIARIES OF THE REPORT

- International and National players of personal care product sector
- Investor
- Retailer of beauty products
- Fitness, Spa, Salons and Parlors chains
- Fitness equipment maker
- Commercial and Investment banks
- Beauty appliances manufacturer
- Individuals who track the industry progress
- Beauty product ingredient producer
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