



# Colour Cosmetics in India

July 2024

Table of Contents

## Colour Cosmetics in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers' emphasis on beauty fuels growth in colour cosmetics, propelled by traction of hydrating claim

Multipurpose and innovative product launches by mass brands attract Indian consumers

India's large teen population offers new opportunities for colour cosmetics brands

#### PROSPECTS AND OPPORTUNITIES

Promising economic landscape will continue to attract international premium brands to India

Omnichannel strategies will fuel the growth of colour cosmetics in India

Premiumisation will fuel future growth and promote sales progression

#### CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2018-2023

Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 5 - LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 6 - LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 7 - LBN Brand Shares of Lip Products: % Value 2020-2023

Table 8 - LBN Brand Shares of Nail Products: % Value 2020-2023

Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 11 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

## Beauty and Personal Care in India - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

### MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/colour-cosmetics-in-india/report](http://www.euromonitor.com/colour-cosmetics-in-india/report).