

Mass Beauty and Personal Care in India

July 2024

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Mass Beauty and Personal Care in India - Category analysis

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Strong growth for mass beauty and personal care, fuelled by colour cosmetics and sun care

Multi-benefit products fuel consumer interest in the mass segment

Miniature product packs gain popularity amongst mass beauty consumers

PROSPECTS AND OPPORTUNITIES

Mass brands set to prioritise innovation and premiumisation in the forecast period

Mass retailers in India set to explore beauty with expanded private label offerings

An omnichannel approach will continue to strengthen the distribution network for mass beauty and personal care brands

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