

India Hair Care Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2017

HUL, P&G, Dabur, Marico and Godrej are the players operating in the organized hair care industry.

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The hair care market is considered one of the mature markets in India. Due to increase in hair regarding issues, the demand for hair care products like shampoos, conditioners and hair oils are increasing rapidly, thereby providing high impetus to the Indian hair care market. Hair colors hair styling products are a beauty treatment for the wealthy class consumers as they have now become a lifestyle need. Hair care has become an exciting legroom for new product development and manufacturers are trying to convince consumers that they should adopt a hair care regimen by various product launches and aggressive marketing strategies. However, the availability of counterfeit hair care products is one of the major challenges in the market.

According to “India Hair Care Market Overview”, hair care market is growing with a CAGR of more than 15% from the last five years and is projected to increase further by 2021 due to rising personal care, brand awareness, increasing disposable income, growing demand in middle class people and affordable price of hair care products in the form of mass shampoo, hair oil and hair colours. The unorganized market in this industry has not able to keep pace with the organized players. Keeping in point of individuality and personal grooming, youngsters have majorly fuelled the sales in the hair care market.

HUL, P&G, Dabur, Marico and Godrej are the players operating in the organized hair care industry. India hair care market is segmented into four categories such as hair oil, hair shampoo, hair colours and hair styling products. Hair oil dominates the market followed by hair shampoo. Marico is a major player in hair oil category while HUL and P&G have their top brands in the shampoo market. Urban India accounts for a considerable market share in the sales of premium hair care products, with hair colours and hair styling products growing rapidly among middle and higher middle class consumers. With consumers ready to experiment with new products and services, marketers are churning out new products at an inspiring rate and thus there is a sense of stimulation in the industry. As a result, major Indian manufacturers are now re-launching hair care brands that could not survive in earlier market circumstances.

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“India Hair Care Market Overview” discusses the following aspects of hair care products in India: The report gives an in-depth understanding of hair care market in India:

- Global Hair Care Market Outlook
- Global Hair Care Market Size By Value & Forecast
- Global Hair Care Market Segmental Analysis: By Company, By Region, By Segment, By Sales Channel
- India Hair Care Market Outlook
- India Hair Care Market Size By Value & Forecast

- India Men Hair Care Market Size By Value & Forecast
- India Women Hair Care Market Size By Value & Forecast
- India Hair Care Market Segmental Analysis: By Company, By Segment
- India Hair Oil Market Size By Value & Forecast
- India Coconut Hair Oil Market Size By Value & Forecast
- India Perfumed Hair Oil Market Size By Value & Forecast
- India Hair Oil Market Segmental Analysis: By Segment, By Perfumed Hair Oil Segment
- India Hair Shampoo Market Size By Value & Forecast
- India Hair Shampoo Market Segmental Analysis: By Company, By Brand, By Segment, By Packaging Types
- India Hair Colour Market Size By Value & Forecast
- India Hair Colour Market Segmental Analysis: By Company, By Brand, By Segment
- India Hair Styling Products Market Size By Value & Forecast
- Pricing Analysis
- The key vendors in this market space

This report can be useful to Industry consultants, manufacturers and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with various channel partners of hair care products in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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