



Euromonitor
International

Skin Care in India

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

[Skin Care Summary](#)

KEY INDUSTRY TRENDS

[Chart 1 - Key Industry Trends for Skin Care](#)

INDUSTRY PERFORMANCE

[Clinical Actives, Convenience and Lifestyle Positioning Drive Skin Care's Strong Growth](#)

[Chart 2 - Foxtale Launches Playful "Hula Hoop" Body Care Brand, Blending Science and Lifestyle Appeal](#)

[Amorepacific and K-Beauty Brands Reshape Consumer Routines and Innovation](#)

[Chart 3 - K-Beauty Expansion Accelerates in India through Retail Partnerships and Quick Commerce](#)

[Dermatologist-Led Brands and Multifunctional Products Drive New Adoption](#)

[Chart 4 - Juicy Chemistry Launches Juicy Actives to Advance Longevity-Focused Skin Health](#)

[Chart 5 - Volume Sales 2020-2030](#)

[Chart 6 - Value Sales by Category 2025](#)

WHAT'S NEXT?

[Emerging Brands to Accelerate Product Launches Set to Capture Trend-Driven Demand](#)

[Biotechnology and Ingredient Innovation to Drive Premiumisation](#)

[Chart 7 - Analyst Insight for Skin Care](#)

[Multi-Step Routines to Shape the Future of Skin Care in India](#)

[Chart 8 - Forecast Value Sales 2020-2030](#)

[Chart 9 - Forecast Value Sales by Category 2025-2030](#)

COMPETITIVE LANDSCAPE

[Hindustan Unilever Retains Lead as Competition Intensifies](#)

[The Rise of Agile Digital-First Skin Care Brands](#)

[Mergers and Acquisitions Help to Reshape Landscape](#)

[Chart 10 - Company Shares 2025](#)

[Chart 11 - Brand Shares 2025](#)

CHANNELS

[Nykaa and Traditional Retailers Shape Access and Trust in Sales](#)

[Huda Beauty and Tira Spark Consumer Excitement with Retail Pop-Ups](#)

[Chart 12 - Retail Channels 2020-2025](#)

ECONOMIC CONTEXT

[Chart 13 - Economic Context for Skin Care](#)

[Chart 14 - Real Gdp Growth 2020-2030](#)

[Chart 15 - Inflation 2020-2030](#)

CONSUMER CONTEXT

[Chart 16 - Consumer Context for Skin Care](#)

[Chart 17 - Population 2020-2030](#)

[Chart 18 - Consumer Expenditure 2020-2030](#)

[Chart 19 - Population by Generation 2025](#)

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in India - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Laneige and K-Beauty Brands Spark Premiumisation and Routine Expansion

Chart 21 - Laneige Partners with Mad Over Donuts for Playful Beauty × Indulgence Crossover

Longevity Trend Drives Demand for Science-Backed Innovation and Efficacy

Chart 22 - Juicy Chemistry's Juicy Actives Brings Biotech Powered Clean Skin Care to the Mass Market

Happy Hippie Redefines Clean Beauty as Efficacy and Transparency Reshape Expectations

Chart 23 - Happy Hippie Launches Clean, Conscious Skin Care and Hair Care in 2025

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Gen Z and Gen Alpha to Drive Demand for Personalisation and Digital-First Brands

Expanding Affluence and the India-Eu Trade Agreement to Drive Premiumisation

Chart 27 - Analyst Insight for Beauty and Personal Care

The Convergence of Beauty and Wellness to Support Future Growth

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Honasa Expands into Men'S Grooming as Share Fragments Further

Digitally Native Challengers Reshape Competitive Landscape

Strategic Acquisition and Science-Led Innovation

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Small Local Grocers and Pharmacies Sustain Offline Dominance as E-Commerce Accelerates

Nxtface and Experiential Pop-Ups Drive Engagement through Hybrid Retail Innovation

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/skin-care-in-india/report.