

Colour Cosmetics in India

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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

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DISCLAIMER

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