

# Mass Beauty and Personal Care in India

July 2023

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### 2022 DEVELOPMENTS

Mass beauty and personal care continues to dominate, and grows due to inflationary pressure

Mass colour cosmetics witnesses the fastest growth on the back of rising consciousness of personal grooming

E-commerce helps mass beauty and personal care to expand its reach and attract demand from digital-savvy consumers

### PROSPECTS AND OPPORTUNITIES

Inclusive positioning of mass beauty products expected to contribute to growth

Multi-benefit, cost-effective product options likely to surge in the forecast period

Penetration of mass beauty brands beyond tier-1 cities to fuel demand

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