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Personal Care Market in India 2012 by [Bharatbook](#)

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Indian FMCG industry constitutes the largest segment in India with considerable contribution to the GDP. It can be categorized into primarily personal care, health care, home care and food and beverage. In India, personal care products traditionally only comprised of toothpaste, soaps and shampoos. However, cosmetics such as beauty creams and lotions or even oral care products such as mouthwash are fast gaining popularity in the personal care market. Expenditure on these emerging products has shown exponential growth. Media penetration and rising consciousness to global fashion and trends have sculpted the course of consumer spending. Acted upon by the availability of international products and aided with rising disposable income, the sector is poised for further growth.

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The report begins with an overview of the FMCG industry in India providing the market size and growth as well as information regarding its contribution to GDP in India. This is followed by a primary segmentation of the industry. An overview of the personal care market provides an introduction to the sector and covers the market size and growth in India. An analysis of the value chain has been included which is followed by a snapshot of the various distribution channels players opt for in the personal care market. An EXIM trend over a period of five years is included which precedes a Porter's Five Forces analysis that concludes the section.

The next section deals with the segmentation of the personal care market. Each of the six sub-segments that the sector comprises of is discussed and includes skin care, hair care, oral care, color cosmetics, bath and shower as well as fragrances.

An analysis of the drivers explains the factors for growth of the market and includes increase in disposable income, growth in men's grooming segment, increase in awareness, growth in rural segment and rise in organized retail. Personal care products do not really fall within the purview of necessities barring a few. Due to international products making a beeline in the Indian market, some are more often being termed as luxury products. Intensive research and development has allowed players to improvise on existing products towards catering to customized needs of consumers..Market Report

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