



Mass Beauty and Personal Care in India

July 2024

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Mass Beauty and Personal Care in India - Category analysis

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Strong growth for mass beauty and personal care, fuelled by colour cosmetics and sun care

Multi-benefit products fuel consumer interest in the mass segment

Miniature product packs gain popularity amongst mass beauty consumers

PROSPECTS AND OPPORTUNITIES

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An omnichannel approach will continue to strengthen the distribution network for mass beauty and personal care brands

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