



# Hair Care in India

May 2026

Table of Contents

## Hair Care in India - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Hindustan Unilever Expands Portfolio to Meet Premium Demand

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hair Care

#### INDUSTRY PERFORMANCE

Hindustan Unilever Expands Portfolio to Meet Premium Demand

Chart 2 - Hindustan Unilever Introduces Nexxus Hair Care to Drive Premiumisation

K-Beauty and Digital-First Brands Transform Indian Hair Care

Chart 3 - Online Beauty Specialist Nykaa Expands Portfolio with Korean Hair Care

Inde Wild Blends Ayurvedic Heritage with Advanced Actives for Urban Consumers

Chart 4 - Inde Wild Launches Champi Bond Repair Shampoo and Conditioner

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

#### WHAT'S NEXT?

Brands to Leverage Advanced Diagnostics to Drive Preventive Routines

Personalised Care Solutions Set to Expand as Ai and Diagnostics Mature

Chart 8 - Analyst Insight for Hair Care

Clean Label Innovation and Mini-Packs to Unlock Trust and Inclusivity

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Hindustan Unilever and L'Oréal Drive Innovation as New Digital Brands Reshape Consumer Expectations

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

#### CHANNELS

Beauty-Led Platforms and Quick Commerce Challenge Small Local Grocers' Strength

Chart 13 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 14 - Economic Context for Hair Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 17 - Consumer Context for Hair Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

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

#### EXECUTIVE SUMMARY

Laneige and K-Beauty Brands Spark Premiumisation and Routine Expansion

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Laneige and K-Beauty Brands Spark Premiumisation and Routine Expansion

Chart 22 - Laneige Partners with Mad Over Donuts for Playful Beauty × Indulgence Crossover

Longevity Trend Drives Demand for Science-Backed Innovation and Efficacy

Chart 23 - 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 24 - Happy Hippie Launches Clean, Conscious Skin Care and Hair Care in 2025

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - 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 28 - Analyst Insight for Beauty and Personal Care

The Convergence of Beauty and Wellness to Support Future Growth

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - 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 31 - Company Shares 2025

Chart 32 - 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 33 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

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/hair-care-in-india/report](http://www.euromonitor.com/hair-care-in-india/report).