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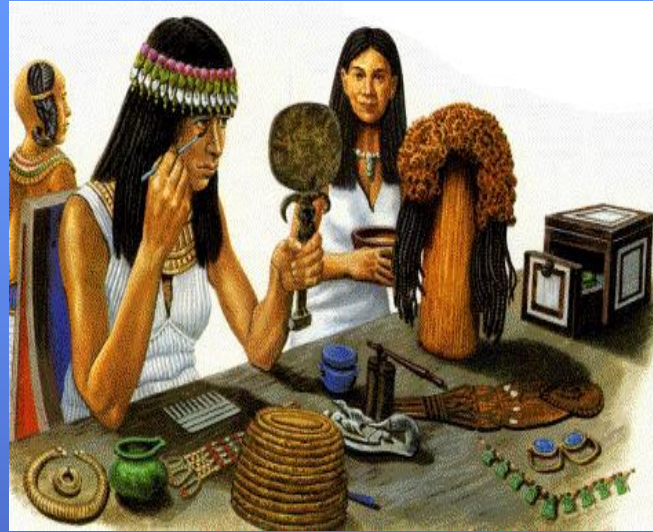
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INDIA AND COSMETICS

presenter

Ezhila Johnilet. D

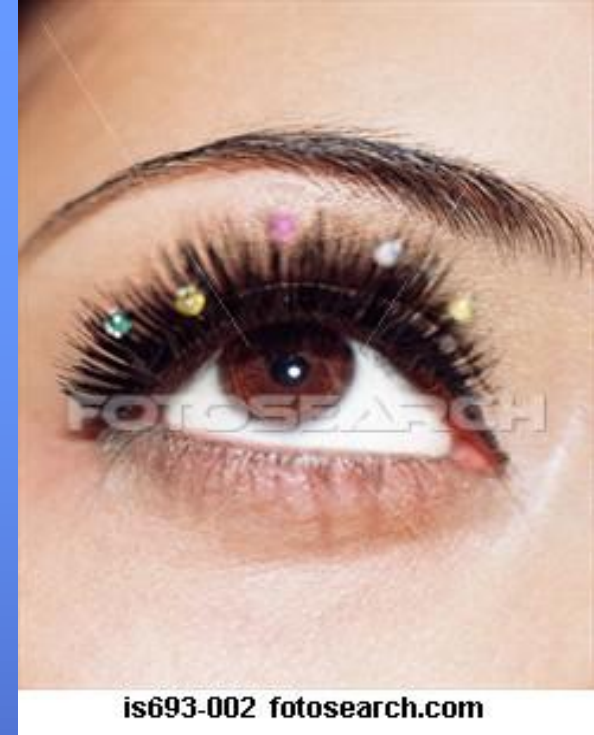
History



- Few cultures like Greece , Roman Empire valued beauty and cosmetic products in ancient times as the Egyptians did.

- Mixtures and pastes were used to whiten the face.





- In the 1930s and 1940s the eyebrow shaping became popular.

MNC's Targeting India



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- India, a country of contrasts
- The advent of television and the awareness of the western world
- Market liberalization process began in 1991



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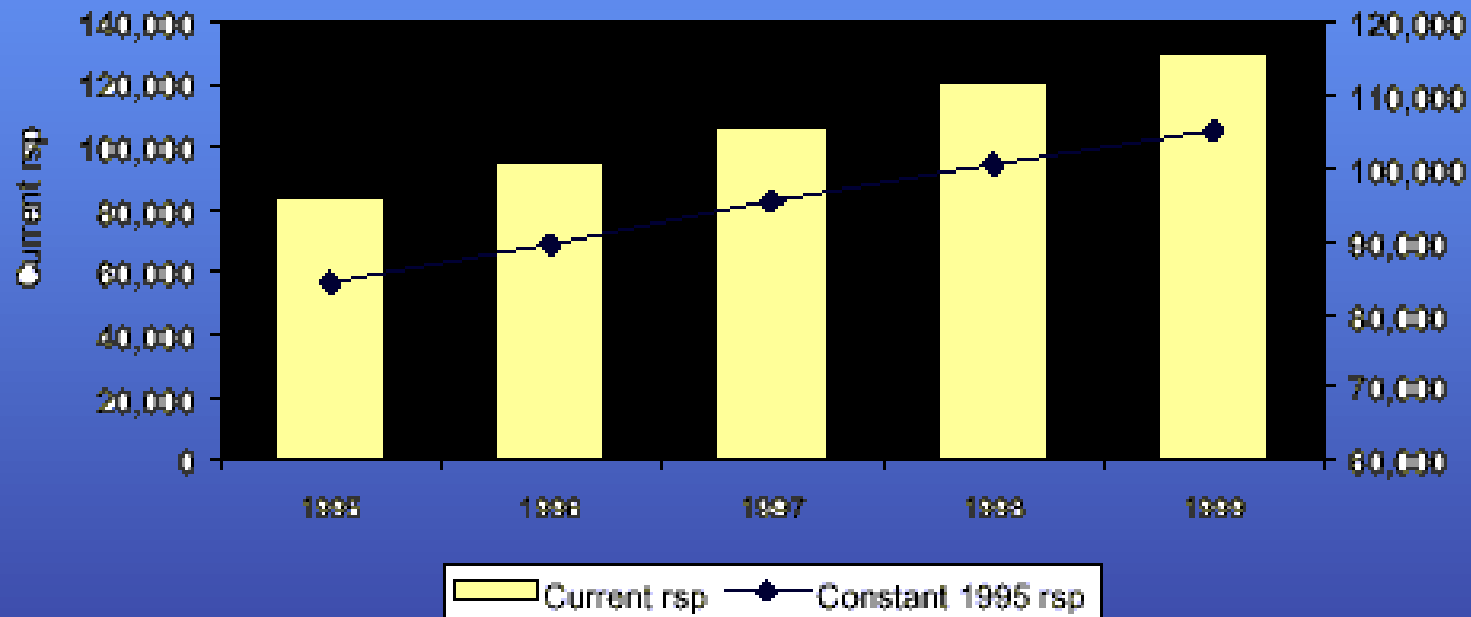
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- Increasing size of the middle-class population in India
- Herbal cosmetics from India have a great demand in the overseas market

Statistics

Rs million



Source: Official statistics/Trade associations/Trade press/Trade interviews/Euro monitor estimates

The Brands

- People get fashion conscious
- Revlon, Coty, Oriflame, Chambor, Avon, Yardley, Nina Ricci, Garnier Laboratories, and L'oreal



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- Procter & Gamble has chosen to concentrate on hair care



- L'Oréal prefer urban rather than rural areas in India (Garnier)

Price

- Very complex range of demographics
- For rural women with the aim of improving the livelihood and standard of living
- Market and price go together



Positioning



- The first challenge is "Being fashionable".
- Advertisement



Men's Cosmetics

- Long hair. A clean cut. An unblemished complexion
- The Indian male grooming market is growing faster than the global cosmetic market
- Even Bollywood stars play a major role in marketing various products.
- However, 80 percent of total sales are still made by women.



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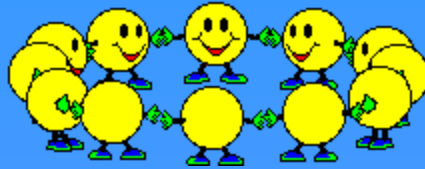
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