



# INDIAN BEAUTY TESTING TRENDS

WEBINAR

February 27th, 2025



# CONTENT

## **Testing exhibitor's panorama**

### **Indian Beauty Context**

#### Key Testing Trends

#1 Brightening and skin lightening

#2 Anti-ageing

#3 Hair: frizz control & smoothing

#4 Prone to acne skin

#### The Testing methods

# SPEAKERS FOR THIS WEBINAR



**Florence Bernardin**  
Owner – Asia Cosme Lab



**Anne Charpentier**  
CEO - Skinobs



**Guido Mariotto**  
CEO – Miravex Limited



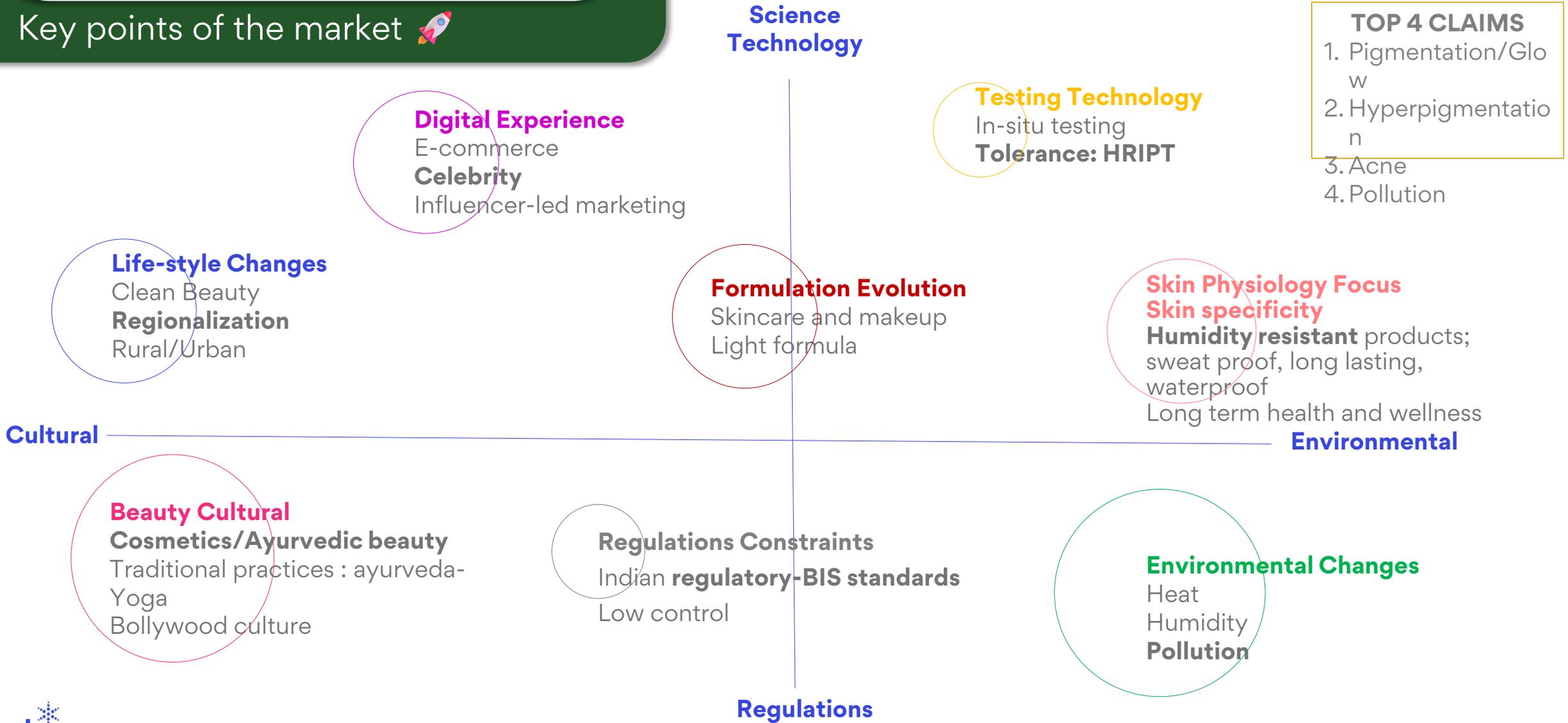
**Edouard Macé**  
CEO – Eotech



**Simran Sethi**  
Cliantha Research

# CONTEXT OF THE INDIAN BEAUTY MARKET

Key points of the market 



# ASIAN BEAUTY CONTEXT

in-cosmetics Asia  
2024

## Digital Experience

### E-commerce

Digital marketing  
Virtual try-on  
TikTok

**Personalized solutions and  
connected**

## Science Technology

## Testing Technology

In-situ testing  
R&D

## Life-style Changes

Self-care, beauty routine and health  
Gender, Gen A

## Longevity – Lifespan

Pressure on the consumer to look  
good

Cultural

## Formulation Evolution

Luxurious ingredients  
Bioengineering  
Sustainability

## Skin Physiology Focus Skin specificity

Humidity resistant products;  
sweat proof, long lasting,  
waterproof

## Sensitive skin

Inflammation **Environmental**

## Beauty Cultural

Fusion of tradition and modern  
science

Ayurveda | Halal  
K-Beauty, J-Beauty

## Non-invasive surgery

Dermocosmetics and medical  
devices

## Regulations Constraints

China – animal testing still mandatory  
Local regulatory support – MHLW for  
Japan, MFDS for South Korea and NMPA  
for China

Regulations

## Environmental Changes

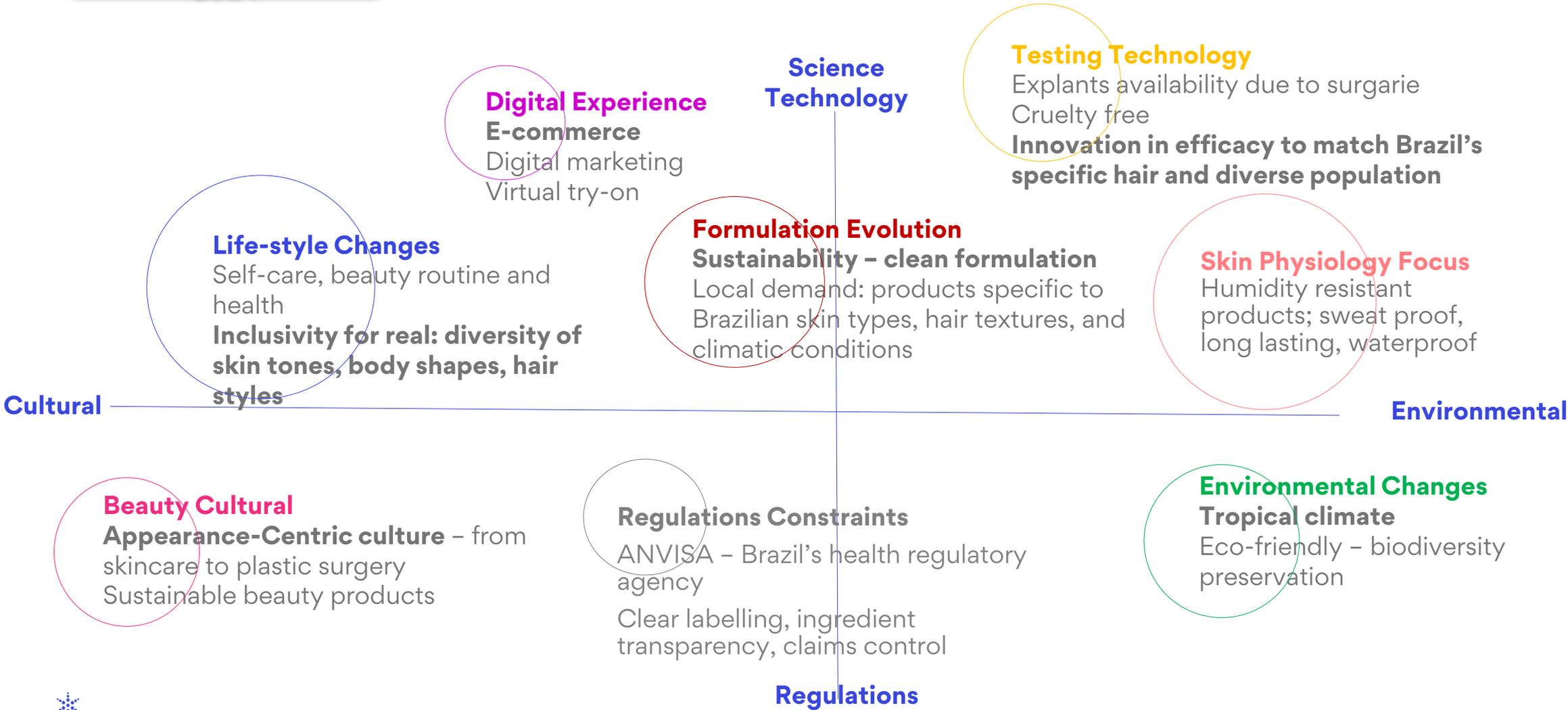
Eco-friendly – sustainable  
Heat – humidity

## Pollution - SUN

Climate adaptative

# BRAZILIAN BEAUTY CONTEXT

in-cosmetics Latina  
2024



# KOREAN BEAUTY CONTEXT

in-cosmetics Korea  
2024

**Digital Experience**  
Social Media  
A.I.  
E-commerce

Science  
Technology

**Testing technology**  
A.I  
R&D

**Life-style Changes**  
Well-being  
Pop culture phenomenon  
**Longevity - Lifespan**  
**Breaking gender norms – Inclusive marketing**

**Formulation Evolution**  
Luxurious ingredients  
Microencapsulation | nanotechnology |  
bioengineering  
**Sustainability**

**Skin Physiology Focus**  
Exposome  
Pollution  
**Sun damage**

Cultural

Environmental

**Beauty Cultural**  
Fusion of modern science & time-tested  
Korean skincare traditions  
NeuroGlow - Holistic wellness  
Data-backed

**Regulations Constraints**  
Functional cosmetics: functions such as  
aiding the skin whitening, hair-dye ...

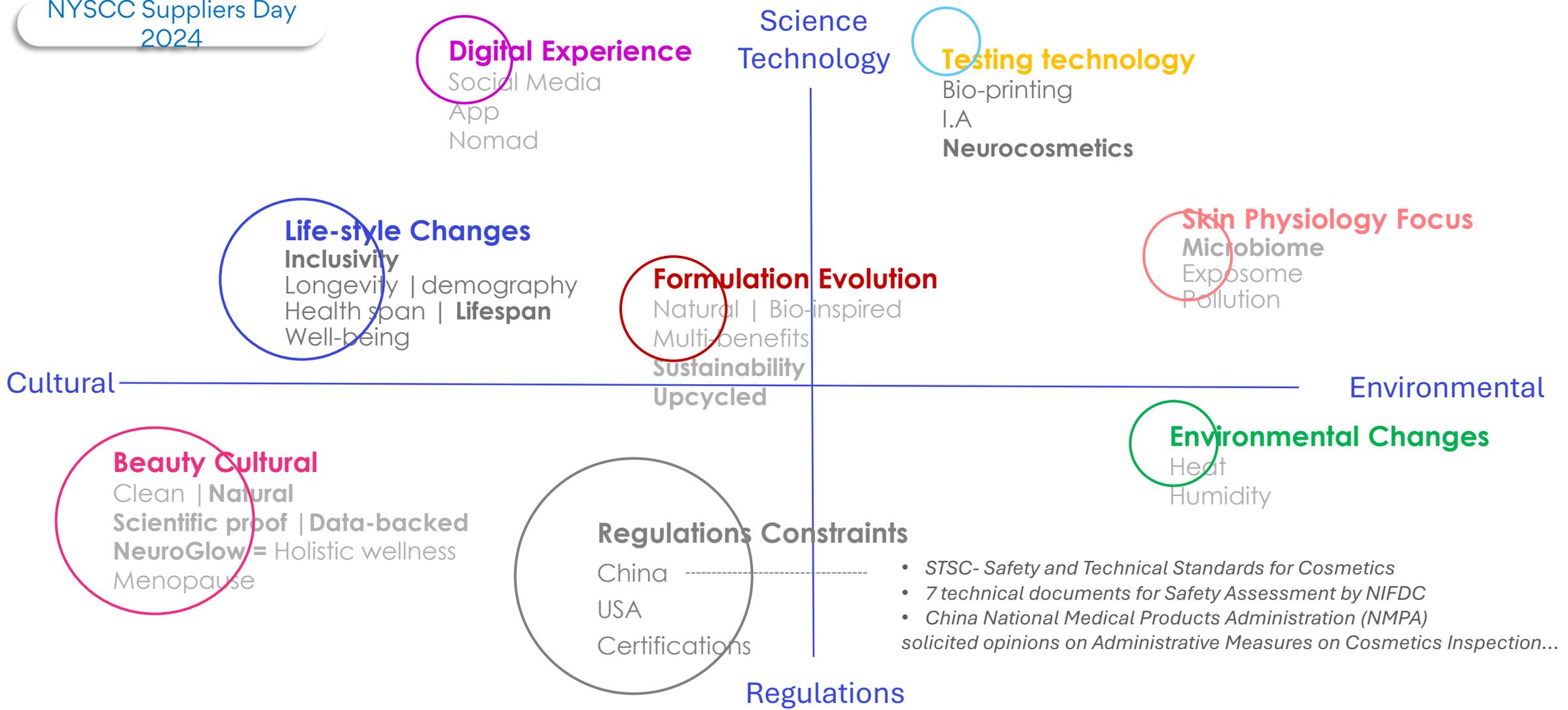
**Environmental Changes**  
Heat  
Humidity

Regulations



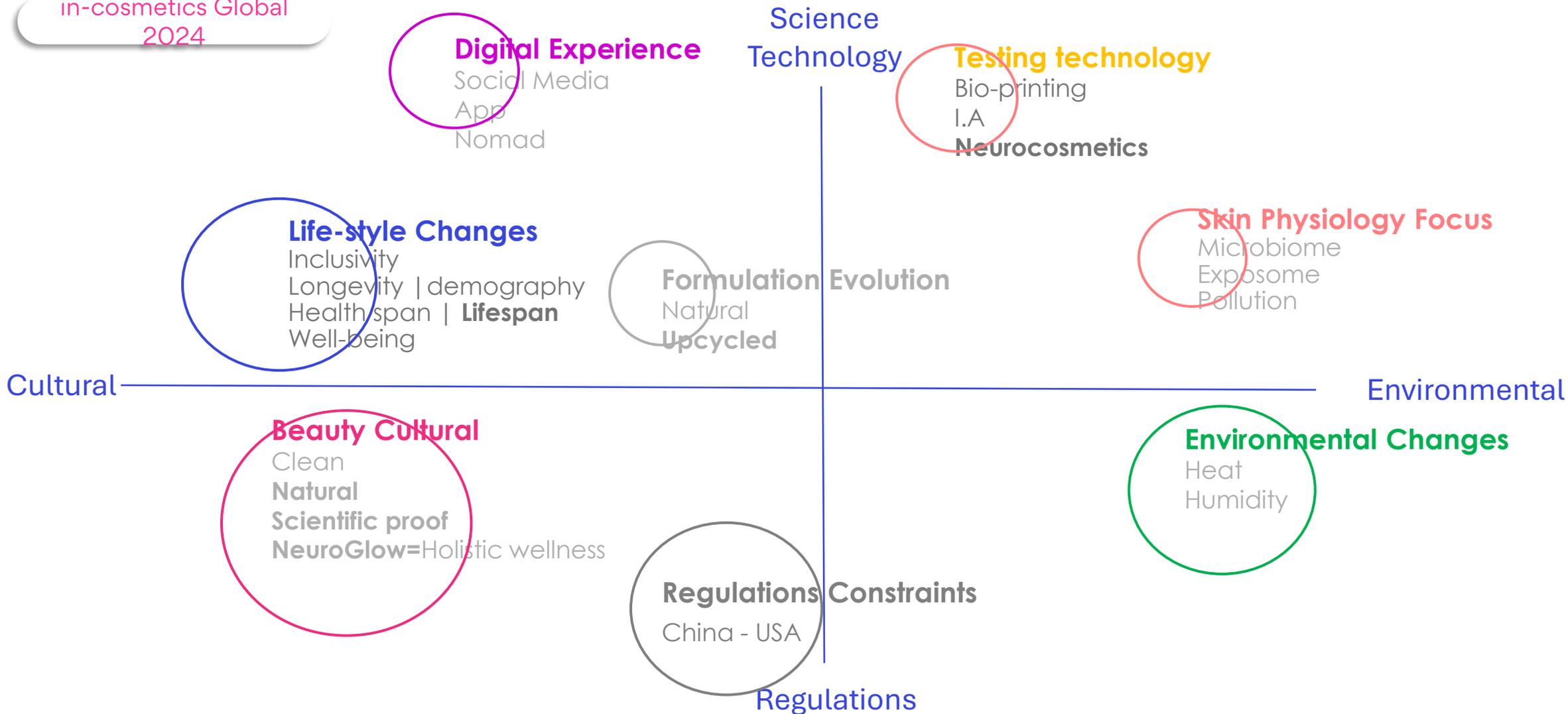
# USA BEAUTY CONTEXT

NYSCC Suppliers Day  
2024



# EUROPEAN BEAUTY CONTEXT

in-cosmetics Global  
2024



# INDIAN BEAUTY MARKET

Key points of the market 

	STRENGTHS	WEAKNESSES
<b>Beauty market</b>	<b>\$34 billion by 2028</b> Awareness E-commerce Organic, Ayurvedic, and clean beauty Celebrity	Fragmented market <b>Low brand loyalty</b> Skepticism
<b>Political</b>	<b>Government support</b> local beauty brands. Regulations following BIS and EU	Unclear policies on <b>animal testing</b> Bureaucratic challenges
<b>Economical</b>	<b>Growing middle class premium &amp; luxury beauty E-commerce</b>	<b>Inflation &amp; rising raw material costs</b> Currency fluctuations
<b>Technological</b>	Rise of <b>AI &amp; AR</b> <b>Personalized skincare</b>	High costs of <b>R&amp;D</b> Dependence on <b>imported technology</b>
<b>Cultural Social Environmental</b>	<b>Ayurveda &amp; herbal beauty traditions</b> <b>Influencer</b> <b>Gender inclusivity-growth</b>	<b>Fairness bias</b> <b>Preference for foreign brands</b> over local ones Social stigma around <b>men's beauty &amp; skincare</b>



**Top 10 brands in India**

- Topsy Beauty
- Lakme
- Maybelline
- MAC Cosmetics
- Nykaa Cosmetics
- Colorbar
- Sugar Cosmetics
- L'Oreal Paris
- Kiko Milano

# THE INDIAN BEAUTY MARKET

## INDIAN BEAUTY MARKET

All you need to know

**\$ 5.92 billion** Value of the beauty market in 2024



### Indian Beauty and Personal Care Products Market Leaders

L'ORÉAL  
Natura & co  
ESTÉE LAUDER



- Anti-Ageing
- Vegan
- Moisturizing
- Online Shopping
- Natural ingredients
- Conscious Consumption
- Affordable
- Niche Cosmetics

# THE INDIAN BEAUTY MARKET

Indian Culture

## Key figures

**Average salary**

\$ 206.66/ per month

**Beauty market value**

\$ 5.92 billions

**Population**

« N°1 »

1,4 286 billions

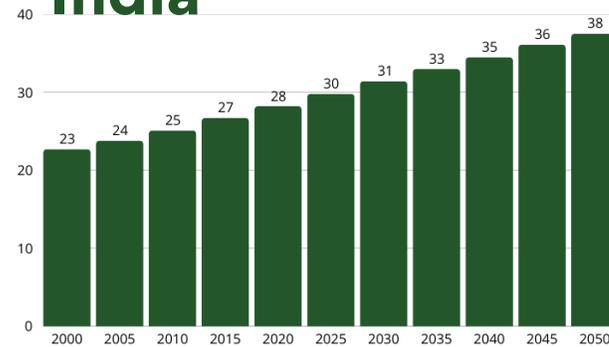
**Urbanisation rate:**

36% (81% France)

**Literacy rate:**

77.7%

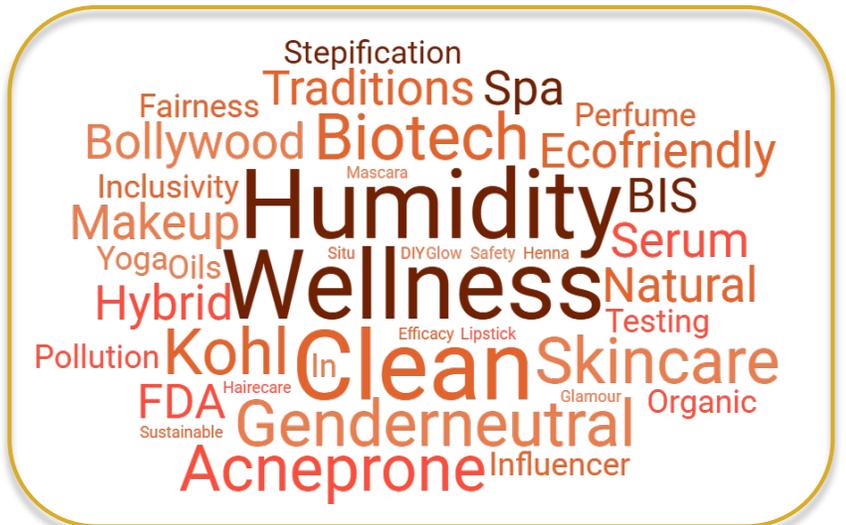
## Average age in India



## Life expectancy

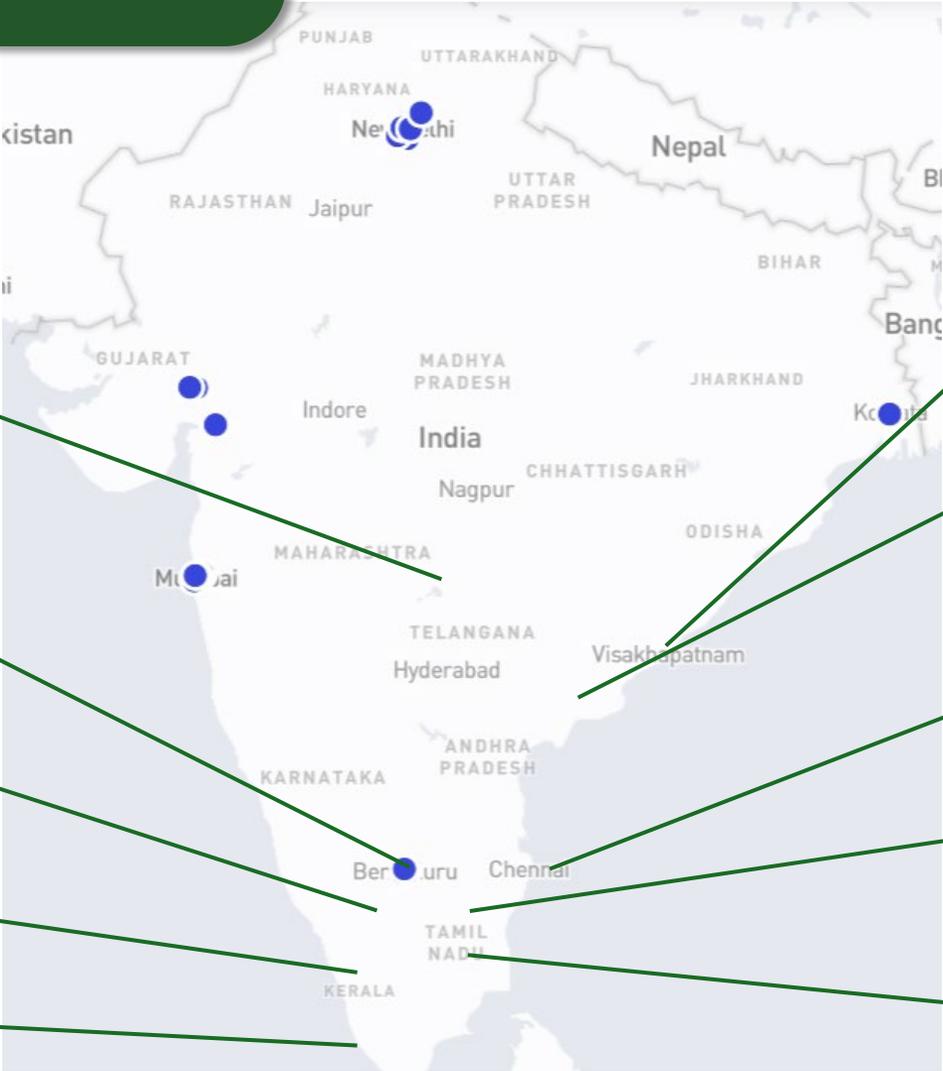
67,7 years in 2023

(82,5 years France)



# INDIAN BEAUTY MARKET

A strong regionalisation 🌍



**Hyderabad:** Rapid expansion  
+ 20% increase in beauty consumption

**Mysuru:**  
Expanding market with 9% growth.

**Bengaluru:** +15% annual growth in beauty demand.

**Coimbatore:** A rising market +12% growth in demand.

**Kochi:** An emerging market growing 10% in personal care

**Visakhapatnam:** A coastal city +18% growth in beauty sector.

**Vijayawada:** Booming urban center +14% rise in beauty

**Chennai:** 25% of South India's beauty market

**Tiruchirappalli:** An emerging hub +7% growth

**Madurai:** A balanced market + 8% growth in beauty.

# FOCUS ON THE METHODS

## Brightening and skin lightening



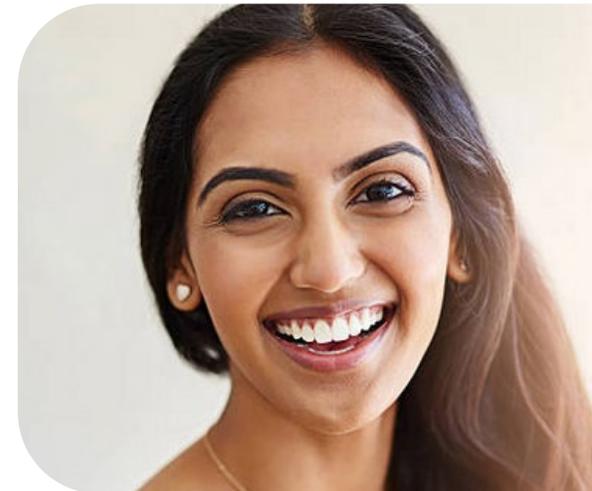
- Goniolux - Orion technolab
- SambaFace - BossaNova
- Transluderm - Orion Technolab
- Antera3D - **Miravex**
- Glossymeter - C+K
- C-Cube - Pixience



Skin gloss  
analysis

Sales of fairness/skin-lightening creams and soaps in India : annual market of 6.75 billion rupees (the US \$150 million) 60% of skincare product sales.

- Glow
- Radiance
- Exfoliating
- Skin barrier
- Lightening
- Complexion highlighting



# FOCUS ON THE METHODS

## Face overall analysis

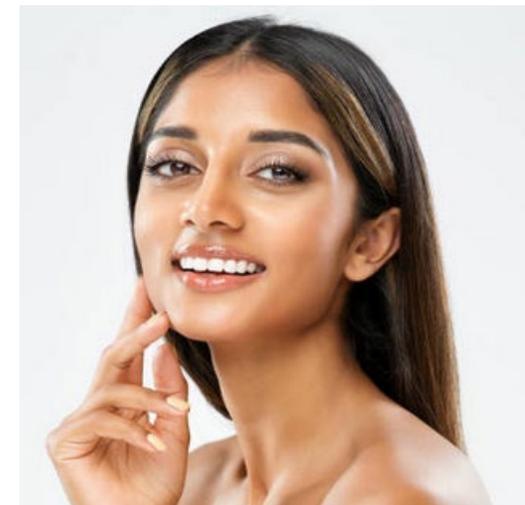
Sales of **fairness/skin-lightening creams** and soaps in India :  
annual market of **US \$150 million**  
**60% of skincare product sales**

### Selection of instrumentation

- VisioFace - C+K
- ColorFace - Newton Technologies
- EvaSurf/Dermatop HE/AEVA HE - **Eotech**
- Visia Complexion - Canfield
- HeadScan Dynamics – Orion
- F-Ray - beyoung



- Glow
- Radiance
- Anti-ageing
- Anti-sagging
- Anti-wrinkle
- Sensitivity
- Pigmentation



# FOCUS ON METHODS

## Skin surface analysis

Selection of instrumentation

Skin Surface Analysis

- Siascope - MeadXHealth
- EvaSurf/Dermatop HE/AEVA HE - **Eotech**
- Nomad&Skin Cam - Newton Technologies
- TIVI80 Spot Analyser - Wheelsbridge
- Antera3D - **Miravex**
- VisioScan - C+K
- C-Cube - Pixience



BB cream effect  
Limit inflammation  
Reduce redness  
Covering  
Breathable



# FOCUS ON METHODS

## Skin conditions and hyperpigmentation

*Selection of instrumentation*

Color & pigmentati on

- Colorimeter - C+K
- TiVi 70 Skin Colour Tracker – Wheelsbridge
- C-Cube Clinical Research - Pixience
- DermaLab Colormeter - Cortex
- Antera 3D - **Miravex**
- SIAScope – Medxhealth
- SkinColorCatch – Delfin
- LC100 Spectrocolourimeter – Lovibond
- SkinCam – Qima-Newton
- Attonics Spectrometer - Attonics



Score, scale, auto-evaluation

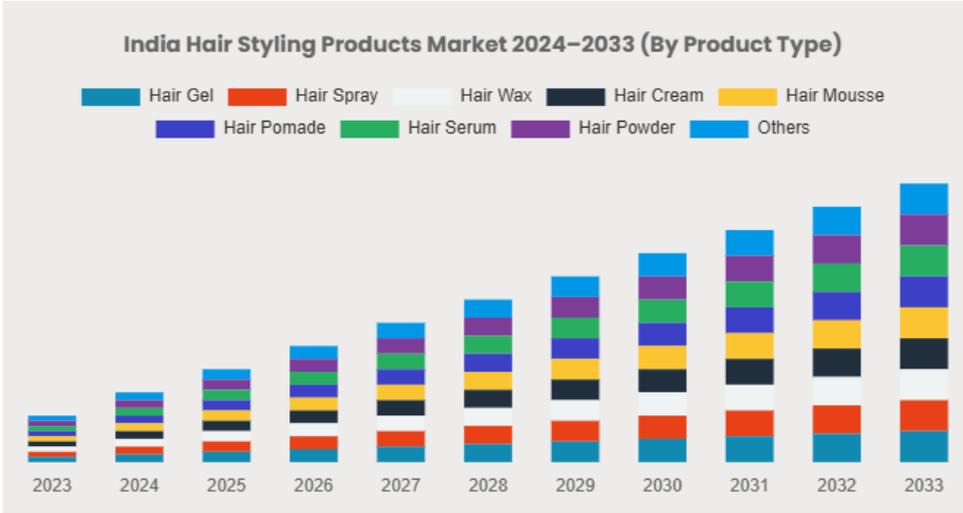
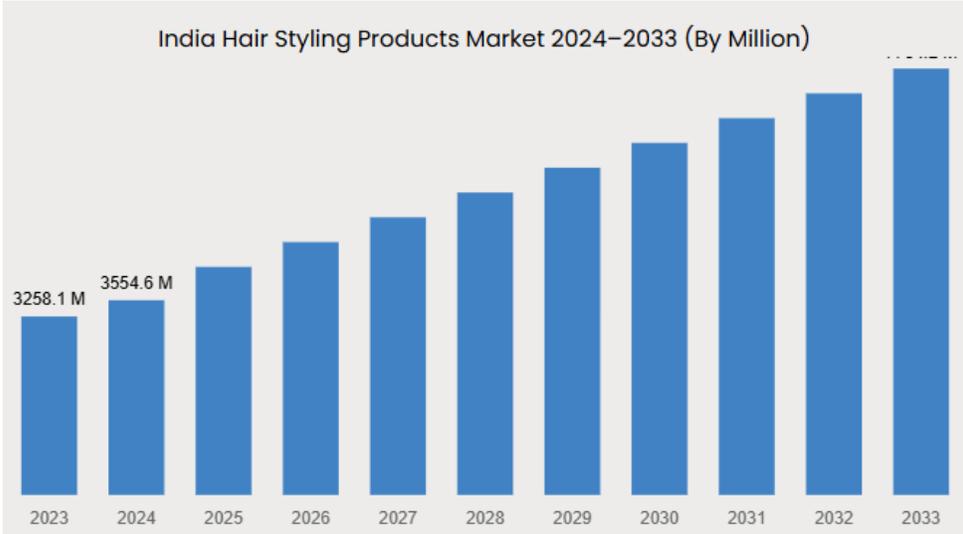


# KEY TESTING TRENDS

#3 Hair: frizz control & smoothing



- Smoothing
- Frizz control
- Shine enhancement
- Heat protection
- Curl-enhancing creams
- Nourishing
- Moisture retention
- Scalp care
- Growth



# FOCUS ON TESTING

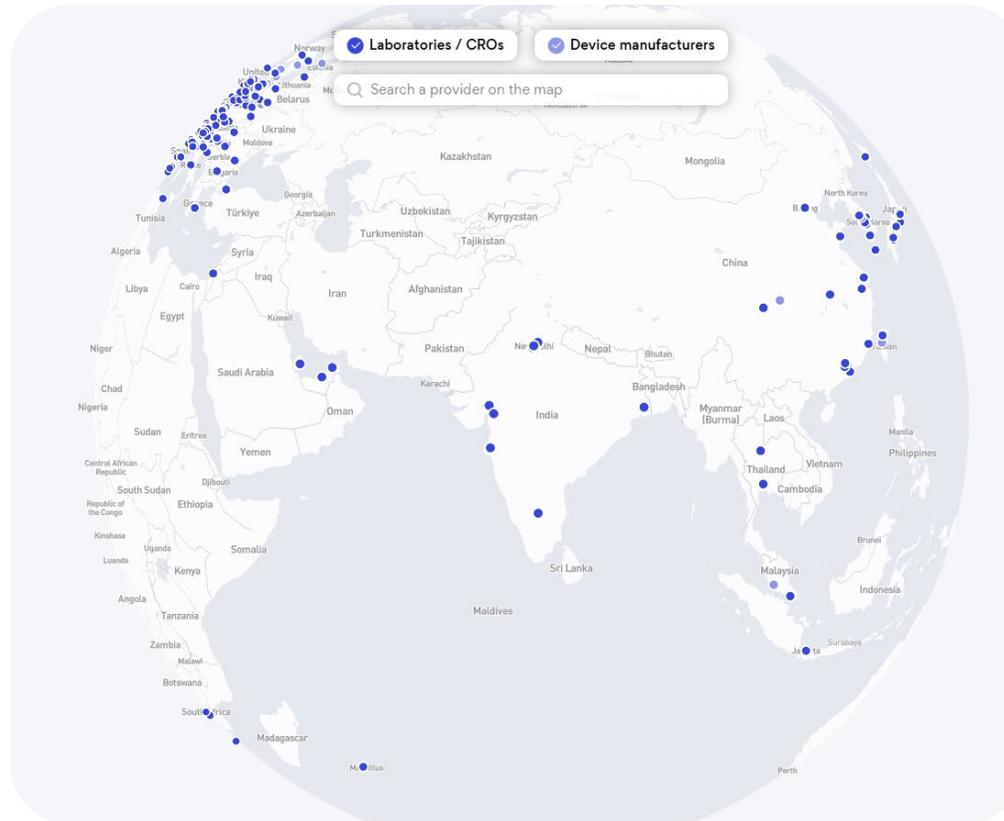
On skinobs platform in India

### Clinical evaluation

- 249 methods
- 15 providers
- 205 claims

### Preclinical assays

- 70 methods
- 9 providers
- 42 claims





Search

- Find a service
- Saved services
- History



Providers



Messaging



Projects



Testing News



Publications



Help center

## 71 Solutions / 9 Providers



EFFICACY



SAFETY



PENETRATION



MICROBIOLOGY



PHYSICO-CHEMICAL



ECOTOXICOLOGY



PACKAGING



UV



IN-SILICO



DATA ANALYSIS



CONSULTING

Skinobs partners offering these services

Preclinical Clinical



Filters

Claims (42) +

Study subjects (21) +

Methodologies (57) +

Study parameters (66) +

1 Country (36) +

Types of support (7) +

Supports (53) +

Service providers (9) +

More filters +



## 249 Solutions / 15 Providers

Search

- Find a service
- Saved services
- History

Providers

Messaging

Projects

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Help center



TOLERANCE



CONSUMER TESTING



EFFICACY : SKIN, HAIR, NAIL



EFFICACY ON STRANDS



SENSORY



EFFICACY : ORAL CARE



CONSULTING

Skinobs partners offering these services



Country : India X

[Delete all filters](#)

Preclinical  Clinical



Filters

Types of product (7) +

Claims (205) +

Study parameters (156) +

Devices | Methods (131) +

1 Country (44) +

Service providers (15) +

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# FOCUS ON TESTING



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## INDIAN BEAUTY TESTING TRENDS 2025



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