

Market Analysis of Ayurvedic Beauty Products

DEEPA.V Research Scholar, JSSRF, Mysore
Dr.K.B.NALINA Research guide, JSSRF, Mysore

Abstract: Ayurvedic beauty products are gaining lot of popularity across the globe. Consumers are preferring ayurvedic beauty products such as hair care products, skin care products, makeup products etc. Companies manufacturing herbal beauty products are primarily focusing on the adverse effects of synthetic beauty products. The demand has increased due the awareness of natural benefits that Ayurveda offers without any side effects. The market share has been increasing for herbal beauty products when compared to the synthetic ones. There are a number of companies which are coming up to tap the ayurvedic markets as it is very lucrative.

Key words: Ayurveda, Herbal, Synthetic, Lucrative.

Introduction:

The herbal cosmetics and beauty products market has enormous potential for further growth, experts say.

"During the last decade, the herbal beauty care business has emerged as the new growth frontier for beauty business in India," according to a report by Kuick Research, a market research firm based in New Delhi.

"The market for ayurvedic cosmetics products in India is expected to grow at a rapid pace over the coming decades. The market is only beginning to get populated with ayurvedic brands and it will be a while until it gets too crowded."

Ayurvedic cosmetics refers to beauty products that use natural ingredients, rooted in a Hindu system of traditional medicine based on herbal treatments. Himalaya, Forest Essentials, and Biotique, are among some of the most established brands in the ayurvedic cosmetics sector. The French cosmetics company L'Oreal has said that it is planning to

research the use of natural active ingredients in cosmetics as it aims to expand in India.

There are also new players entering the ayurvedic and herbals market in India.

Aditi Vyas, the founder and director of Azafran Innovacion, based in Ahmedabad, said her company is focusing on creating organic beauty products and has invested 200 million rupees (Dh11.3m) in a 40-acre facility outside the city in the western state of Gujarat, including an organic farm and greenhouses. A research and development centre for it is growing dozens of varieties of plants, flowers, and herbs for its organic skincare range.

Organic skincare products are "gaining fast traction" in India and there is room for the market to expand even further, says Ms Vyas.

"Traditionally, Indians are more inclined towards natural products", says Kuick.

"India has a history and knowledge of using natural products. While consumers in the rest of the world have to be educated about the benefits of natural herbs, this knowledge is well inherited in India from generations."

Ayurvedic manufacturers are investing in research to produce more effective products as they compete with synthetic brands, it added.

"In addition to a widening base of consumers, colour cosmetics [make-up] and anti-ageing and anti-wrinkle creams are expected to be the future drivers of growth in this segment. Currently very few brands offer colour cosmetics with natural or herbal ingredients."

Herbal cosmetics go global

The herbal cosmetics industry is 'driving growth in the beauty business' in India and is expected to grow at a rate of seven percent as more people

shun chemical products in favour of organic ones. 'During the last decade, the herbal beauty care business has actually driven the growth of the beauty business in India. The emphasis has been on the spectacular growth of the herbal and ayurvedic beauty products business,' beauty expert Shahnaz Husain said. She was the first to introduce the concept of ayurvedic cosmetics to the world when she launched her products way back in 1970. Today, the Indian cosmetics industry has a plethora of herbal cosmetic brands like Himalaya, Dabur, Pathanjali and many more adding to the list.

Shahnaz Husain, a herbal cosmetics and beauty salon entrepreneur, is keen to enter the US, Canada and Australia to cash in on the increased demand for organic cosmetics.

"We are expanding our footprints across the globe. We will take Ayurveda and brand India to more countries within a year," Husain said. A pioneer of organic beauty care, the Shahnaz Husain group aims to grow 60-70 per cent in the next three years.

The changing lifestyle of consumers, higher disposable income and rising awareness have led to a growing need for chemical-free products. The global organic cosmetics market is projected to grow 10 per cent annually to reach around \$16 billion by 2021.

Husain is investing heavily in training and certifying under-privileged women in Bengal to help them gain a strong foothold in the Rs 75,000-crore beauty and personal care market.

"This a self-employment programme to teach under-privileged women how to grow their confidence and start earning on their own. On an average, over 70 per cent of the students earn up to Rs 10,000 per month," Husain told **The Telegraph**.

The programme is part of a state government initiative and implemented by Indus Group of Bengal, a skill development partner. "We (Shahnaz Husain International Beauty Academy) have already trained and certified nearly 40,000

beneficiaries in beauty and wellness regimes in around 20 districts," Husain said.

With a focus on the different niches in the organic cosmetics segment, the Shahnaz Husain-group has launched a Yoga Veda range and will soon introduce a luxury range of products. "It comprises the most extravagant advancements in skin science, with the accent on providing a luxurious and totally natural route towards enhancing beauty."

Husain is undeterred by other indigenous skincare brands such as Forest Essentials and Nature's Essence that have entered global markets with the backing of international partners. "With the popularity of Ayurvedic beauty care and holistic systems, the competition is bound to increase. The beauty business is booming and there is room for more players," the Padma Shri awardee said.

INDUSTRY

The recent surge in use of herbal medicines has led to a sudden increase in herbal manufacturing units. This can be corroborated from the huge requirement of raw materials by the industry. The turnover of AYUSH industry is estimated to be more than Rs 8800 crore. The total annual turnover of the Ayurvedic drug manufacturing industry is estimated to be around Rs.3, 500 Crore. Besides this, there is also a growing demand for natural products including items of medicinal value/pharmaceuticals, food supplements and cosmetics in both domestic and international markets. India with its diversified biodiversity has a tremendous potential and advantage in this emerging area.

MANUFACTURING UNITS:

There is large number of manufacturing units using herbal material for various purposes. Whereas the largest number of such manufacturing units are registered as 'pharmaceuticals', there are others that are engaged in making plant based cosmetics and food supplements. Even within the pharmaceutical units, there are manufacturers of Ayurveda, Siddha, Unani and Homeopathic formulations with a few even making western medicines. Another group of manufacturing units

is engaged in making extracts and distilling oils for use by other industries and for exports. Raw materials for all these diverse industries are largely derived from wild sources.

Top 10 herbal beauty products companies and their product range:

1. Himalaya Herbals:

'Himalaya Herbals' has become one of the most trusted names in the Indian herbal cosmetics industry. Since the year 1930, the company has been taking utmost care of our beauty with its vast line of products that are 100% natural and safe. Years of research, rare Himalayan herbs, best ayurvedic compositions, and superior pharmaceutical technology are some of the specialties of this brand.

Product Range

- Face care (cleansers or washes, scrubs, masks, toners, moisturizers, fairness, eye care, lip care and special treatment products)
- Body care (lotions, creams and soaps)
- Hand care
- Foot care
- Hair care (oils, shampoos, conditioners and creams)

2. Lotus Herbals:

Being one of the most renowned herbal cosmetic brands of India, Lotus Herbals offers more than 250 variations of beauty and cosmetics items enriched with all the goodness of some not-so-easily-available medicinal as well as therapeutic herbs. It is an ISO 9001 company with a holistic healthcare approach, which helps us make the most of our beauty regime by providing long-term results in the shortest possible time.

Product Range:

- Skin care (face washes, cleansers, toners, moisturizers, protectors, nourishers, correctors, enhancers, exfoliators, lip care and whitening range)

- Body care (lotions and Ayurvedic cleansing bars)
- Hair care (oils, shampoos and tonics)
- Safe sun care (before sun, after sun, non-greasy, anti-aging with tint, for men and for kids)
- Makeup (face, eyes, lips, nails, ecostay and others)

3. Khadi Natural:

When you opt for Khadi Natural, you don't need to worry about the quality or purity of your herbal cosmetics products. Rather, the enormous range of products will make you spoiled for choices. It is one of the leading manufacturers of herbal items in India and has long been delivering customized products to customers of all skin and hair types.

Product Range:

- Skin care (face washes, toners, moisturizers, scrubs, packs, masks, sprays, creams, body butter, hydro gel and lip balms)
- Hair care (regular oils, no mineral oil and paraffin-free oils, shampoos, conditioners, mehndi and henna products that are 100% natural colors)
- Body care (bath oils, bath salts, body wash and aromatic bubble bath)
- Handmade soaps (butter soaps, glycerine soaps and loofah soaps)
- Aromatherapy (essential oils and massage oils)

4. Vaadi Herbals:

Vaadi Herbals brings a perfect combination of herbal science and advanced technology to us through its wide range of beauty and personal care products. Usage of the finest quality natural herb extracts and highly reasonable prices are the specialties of this brand.

Product Range:

- Face care (washes, scrubs, creams, lotions, gels, packs, facial soaps / bars and facial kits)
- Bath and body care (oils, soaps, creams, lotions, scrubs and gels)
- Hair care (oils and shampoos)
- Lip care (lip balms, etc.)
- Foot care (creams, scrubs and soaps)

5. Just Herbs:

Just Herbs is another herbal and ayurvedic cosmetics brand in India, which is much appreciated for disclosing the full list of ingredients for its products. Each of the items is uniquely formulated with certified natural components for ensuring maximum efficacy, ultimate safety and a luxurious experience.

Product Range:

- Face & body care (cleansers, exfoliators, moisturizers, natural sun protective products and glow boosters)
- Hair care (dandruff control, hair fall, products for dry to normal scalp and products for normal to oily scalp)

6. Biotique:

When it comes to the best Indian herbal cosmetics brands, Biotique always comes in the list of top 10. The company has earned worldwide reputation for blending time-tested natural therapies with the science of bio-technology.

Product Range:

- Skin care (cleansers, exfoliators, toners, moisturizers, scrubs, masks, vitalizers, products for sun protection, eye care and lip care)
- Hair care (oils, shampoos, conditioners, serums and products for styling)
- Body care (cleansers, nourishers, products for body massage, after bath, hand care and foot care)
- Makeup (face, eyes, lips, nails and shimmer)

7. Forest Essentials:

Only herbal extracts along with pure essential oils can help us retain the youth of our skin. And this is the concept behind the famous beauty and skin care line called Forest Essentials. Each and every product that we use from this brand contains spring water and naturally grown herbs from deep forests. Moreover, all of them are made by labors in several Himalayan villages.

Product Range:

- Facial care (cleansers, exfoliators, hydrating gels, toners, moisturizers, night creams, anti-aging, skin lighteners, masques, eye care and lip care)
- Body care (base oils, bath oils, shower oils, massage oils, creams, lotions, polishers, soaps, mists, shower wash, butter soaps and handmade clear sugar soaps)
- Hair care (head massage oils, cleansers and conditioners)
- Wellness (diffuser burner oils, etc.)

8. Ayur Herbals:

True to its tagline i.e., 'close to nature, close to you', Ayur Herbals offers a vast range of natural beauty and cosmetics products to Indian as well as international customers. Each and every item delivered by this company is the result of thorough research. Authenticity and price are two biggest pros of this brand.

Product Range:

- Face care (gels, wash, scrubs, masks, packs, cleansing milk, astringent, toners, moisturizers, lotions, creams and lip balm)
- Sun care (sunscreen lotion and after sun burn gel)
- Body care (waxes, fairness bleach, rosewater, soaps and breast firming products)
- Hair care (hair wash, oils, shampoos, conditioners, kali mehendi, henna powder and styling gels)

9. VLCC:

Not only specific beauty treatments, but the VLCC Personal Care has also its own line of herbal cosmetics and beauty products that suit all sorts of skin and hair. From healing, protecting to taking care, you can expect everything from the exclusively formulated VLCC products.

Product Range:

- Skin care (cleansers, washes, scrubs, toners, astringent, moisturizers, packs, skin whitening products, anti-pollution products, soaps, bleaches, eye care and lip care)
- Sun defence range (sun screens and after sun care)
- Body care (lotions, body therapy)

- Hair care (oils, shampoos, conditioners, masks and henna)
- Specialties (facial kits, products for body shaping and products for grooming)

10. JOVEES Herbal:

JOVEES Herbal has also been providing high quality herbal cosmetics to Indian as well as International customers since last few years. The brand has more or less 85 excellent natural products in its portfolio now.

Product Range:

- Skin care (cleansers, scrubs, toners / astringent, nourishers and packs / masks)
- Sun care (sun block, anti-tan pack, protective creams, gels and lotions)
- Hair care (oils, shampoos, conditioners, tonics, packs, mehendi, revitalizers, hair and scalp cleanser)
- Eye care (cream, gel and kajal)
- Lip care (lip care and lip balm)
- Specialties – pearl-whitening products and 24 carat gold series

Source:

<http://www.stylecraze.com/articles/herbal-cosmetic-brands-available-in-india/#gref>

CONCLUSION:

There is a huge demand for herbal beauty products in India and across the globe. There are a number of players who are entering into this lucrative market. There is a lot of prospect for further growth as the consumers awareness towards the herbal beauty products is enhancing day after day. Ayurveda is in the roots of Indians, therefore we can conclude that the market has great potential towards ayurvedic beauty products.

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