

Indian cosmetic industry and scope of herbal cosmetic in market

The cosmetic preparations are used in India since the Vedic period. The external application of Chandana, Haridra and tiktakandaka, etc. is seen in many rituals of India. Ayurveda emphasizes on external as well as internal beauty. It is believed in Ayurveda that one can enhance internal & external beauty by understanding the basic principle of Ayurveda. Health promotion, beauty management and healing in Ayurveda rely on freeing the body of ama (toxins), restoring cellular nutrition and re-establishing the balance of the doshas.

- Herbal Cosmetics focuses is mainly on Ayurveda
- Today, one fourth of the world population depends on traditional medicines. It is estimated that the global traditional medicine market is growing at the rate of 7-15 per cent annually.
- The medicinal plant value is about Rs.5000 crores in India and it is estimated that the country exports about Rs.550 crore worth of herbal drugs but with the rich and diverse botanical resources in our country, this is not an impressive export performance considering the worldwide herbal market worth US 60 billion dollars.
- The Indian herbal market consists of herbal products such as herbal hair care, herbal skin care & other herbal personal care products. Over the period of 2008 and 2013, the herbal medicine market in the country grew at a compound annual growth rate (CAGR) of 26.7%

Table 1 Herbal Cosmetics available in Indian Market (Indicative)

Product	Brand name	Company
Face Wash	Deep Cleansing Apricot Face Wash	Himalaya herbals
Shampoo	Anti-Dandruff Shampoo-Volume & Bounce	Himalaya herbals
Hair oil	Amla Brahmi hair oil	Ayur Herbals
Cream	Herbal massage cream	Ayur Herbals
Anti Ageing cream	Dabur Uveda Age Renew cream	Dabur

- In order to withstand competition in the global market, it is necessary to create a brand image, especially in Cosmeceuticals and natural products.
- Out of the Rs.12, 000 crores industry, Rs.700 crores belongs to skincare products and Rs.100 crores for general cosmetics.
- Over and above current herbal drugs used in cardio vascular is 27%; respiratory 15.3%, digestive 14.4%; hypnotics and sedatives 9.3%; miscellaneous 12%.
- The perfumery industry is also around Rs. 700 crores.
- With value addition, the market for herbal based products is around Rs.7, 500 crores.

Table 2 Herbal Cosmetics (Patented) in International Market

Product	Patent number	Country
Herbal cream (<i>Aloe vera</i> , <i>Allium sativum</i> , <i>Gymnema sylvestra</i> , <i>Tridax procumbens</i> , <i>Gum olibanum</i>)	US6200570 B1	USA
Herbal preparation(<i>Bacopa monnieri</i> , <i>Camellia sinensis</i> , <i>Curcuma longa</i> , <i>Silybum marianum</i> , <i>Withania somnifera</i>)	EP1825845 A1	EUROPE
Herbal cosmetic compositions containing herbs in mixture of surfactants, essential oils etc. Herbs are selected from camomile, rosemary, mint, sage, lavender, citron, bergamot, juniper, rose, lime (linden), stinging nettle and witch-hazel.	DE4133085 A1	GERMANY
Dry herbal, cleaning compositions (<i>Bassica malabarica</i> , <i>cocoa nucifera sapindus trifoliatus</i> , <i>hibiscus rosa sinensis</i> , <i>trigonella foenum graeceum</i>)	EP0908171 A1	EUROPE
Cosmetic or dermatologic composition containing at least one saponine of the ginsenoside type, and its applications particularly to hair care	WO1994006402 A2	WORLD INTELLECTUAL PROPERTY ORGANISATION (WIPO)

- According to the study, the Indian domestic market can be broadly segmented into two categories.
 - ✓ The first one will cover raw materials required by the industrial units and direct consumption for household remedies, whereas
 - ✓ the second category will cover ready to use finished medicines, health supplements etc.

- ✓ The study has found that there is a strong demand for raw stock which mainly comprises Amla, Isabgol, Senna, Henna, Ashwagandha, *Aloe vera* and Myrobalans (Hartaki), which accounts for over 75% of the raw materials used in Ayurvedic preparations.
- ✓ In terms of volume, it is estimated that current consumption of the key raw ingredients (as mentioned above) totals approximately 400,000-500,000 MT.

Scope of cosmetic industry in India

- India is one of the largest markets for cosmetics. The industry is expected to grow at a CAGR of 6.7% over the next five years, according to Euromonitor International.
- With value addition, the market for herbal based products is around Rs.7, 500 crores.
- This growth has been driven by increasing consumer spending power, rising disposable income levels and growing awareness about skin care products.
- The study points out that globally the dependence on herbal medicines, dietary supplements and skin and beauty aids will continue to gain greater share in view of the awareness and comfort level.
- A quick estimate of the potential reveals that India can generate raw stock of around Rs. 300 billion and easily achieve around Rs. 150 billion value added products.
- Data by Research and Markets shows that the skin care products market in India was worth \$6.53 billion in 2022 and would reach \$8.84 billion by 2027 at a compounded annual growth rate (CAGR) of 6.25%.

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