



Ingredient-led Beauty

The rising popularity of **products with active ingredients** is reshaping the skincare category in India. Consumers are increasingly prioritizing **efficacy** and **transparency**, driving demand for ingredient-led skincare solutions. NIQ unveils key themes and insights shaping this trend

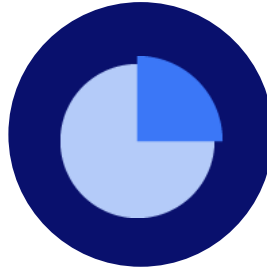


India's Active Ingredients Story

Within Skin Cream



Content line up



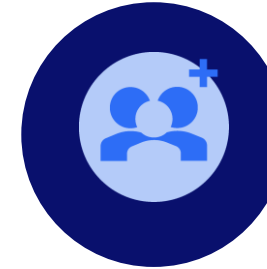
SEGMENT MIX
Contribution & Gr%



REGIONAL MIX
Contribution & Gr%



CHANNEL MIX
Contribution & Gr%



POP STRATA
Contribution & Gr%



TOP BRANDS
Contribution & Gr%

Themes

- ☐ **Gen Z** Shaping The Skincare Category
- ☐ **Categorization** of ingredients
- ☐ **Growth Pockets** Snapshot (Zones, Channel, Pop Strata)
- ☐ **Brands** leading the trend

Zones: North, East, West & South

Channels: Grocers, Chemists, Cosmetic, MT

Pop Strata: Metro, TC1 & TC2, ROU, Rural

Time Period: MAT July'24 (2-year CAGR)

Cost : INR 4 lakhs

