

e-Beauty trends in India

NIQ showcases the growing significance of India's online channel for beauty.

The TL highlights the evolution of Luxe beauty in the digital landscape.



The Digital Makeover: Beauty Trends in India

Content line up



ONLINE BEAUTY
OVERVIEW



ONLINE CHANNEL
PERFORMANCE



LEVERS FOR ONLINE
GROWTH



SHOPPER
DEMOGRAPHICS

Themes

- ☐ E-commerce Global beauty Landscape
- ☐ Beauty trends in India
- ☐ Luxury Beauty and rise of Super Luxury in Online Beauty
- ☐ Key Retailer Performance in Online Luxury Beauty
- ☐ Understanding the Online Luxury Shopper Persona

Beauty Categories : Skin Creams + Fragrance's and perfumes+ Makeup + Shampoo and conditioner + Hair oil + Hair dyes

Time Period: 2024

Cost: INR 8 Lakhs