Article published on June 14th 2012 | Business

The Indian cosmetic industry landscape has been witnessing a phenomenal transition from females focused product to male grooming product category. In recent years, male grooming business has emerged as the new growth frontier for cosmetic companies operating in Indian market. The consumption of cosmetics products by Indian male has witnessed upward trend driven by changing lifestyle and increasing rate of urbanization. In India, male consumers are now coming at par with female consumers when it comes to using cosmetics products like fairness cream, anti dark circle cream or even anti wrinkle products.

http://www.bharatbook.com/market-research-reports/retail-market-research-report/india-male-cosmetics-market-consumer-insight-2012.html

The consumption of cosmetics products by Indian male has witnessed upward trend in recent years. The Indian male are now coming at par with female consumers when it comes to using cosmetics products like fairness cream, anti dark circle cream or even anti wrinkle products. In our survey results most of the men were found using cosmetic products even if these products are available for female consumers.

The male cosmetics market in India is still in its infancy stage and offers immense opportunity to cosmetics companies which are planning to target male consumers in coming years. The market is yet to be structured and will definitely help the early entrants to get high degree of product acceptability among male consumers. The market is anticipated to witness double digit growth in coming years driven by increasing spending and changing lifestyle among male consumers.

A survey was carried out by KuicK Research to determine the multiple aspects related Male Cosmetics Market in India. The main focus of the survey was to identify and analyze the Spending and Usage pattern across various cosmetics products categories by Male Consumers.

Market Research Book

For more information kindly visit :

India Male Cosmetics Market-Consumer Insight 2012

Or

Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

Follow us on twitter: http://twitter.com/#!/Sandhya3B

https://twitter.com/#!/bharatbook

Article Source:
http://www.articleside.com/business-articles/india-male-cosmetics-market-consumer-insight-2012.htm - Article Side

Bharatbook - About Author:
Bharat Book Bureau, the leading market research information aggregator provides market research reports, company profiles, country reports, newsletters, and online databases for the past twenty four years to corporate, consulting firms, academic institutions, government departments, agencies etc., globally, including India. Our market research reports help global companies to know different market before starting up business / expanding in different countries across the world.

Article Keywords:
Â India, Cosmetics,Demand Forecast, Market, Market Forecast, Market Growth, Market Leaders, Market Report

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!