

Herbal Cosmetics, Ayurvedic Cosmetics, Herbal Beauty Products, Makeup Products, Herbs, Skin Care Cosmetics, Body Care, Hair Care, Skin Care, Herbal Hair Oil, Herbal Shampoo, Herbal Creams Manufacturing Plant, Formulation, Detailed Project Report, Profile,

Description:

Cosmetics are substances used to enhance the appearance or odor of the human body. Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, baby products, bathoils, bubble baths, bath salts, butters and many other types of products.

Herbal cosmetics have growing demand in the world market and are an invaluable gift of nature. There are a wide range of herbal cosmetic products to satisfy beauty regime. Adding herbs in cosmetics is very safe for our skin. Herbal cosmetics are in high demand due to the increasing interest of mankind towards them because they are more effective with nil or less side effects, easily available ingredients etc.

The herbal cosmetics market has enormous potential for further growth. "The market for Herbal 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.

Patanjali Ayurved injects New Life into Herbal Market:

Patanjali is clearly targeting much older fast-moving consumer goods (FMCG) majors like Colgate-Palmolive, Nestle, Dabur and HUL; its wide array of products — including spices, pulses, chyvanprash, toothpaste, shampoo, toothbrush, instant noodles, tea, jam, corn flakes and also beauty products — competes directly with products from the heavyweights.

The turnover of Patanjali Ayurvedic Limited grew 150% to more than Rs 5000 crore in 2015-16 from about Rs 2000 crore in the previous year, and growth of the brand would hurt the market share of existing FMCG majors. Patanjali sells its products through about 5,000 distributors, 10,000 health centers, 100 mega stores, besides through the retail market where it has tie ups with Fortune group and Reliance retail. It employs more than 15,000 people.

For more details download PDF file

Keywords: Skin care creams, lotions, powders, perfumes, lip care, fingernail and toe nail polish, eye care, Herbal Cosmetics, Ayurvedic Cosmetics, Herbal Beauty Products, Makeup Products, Herbs, Skin Care Cosmetics, Body Care, Hair Care, Skin Care, Herbal Hair Oil, Herbal Shampoo, Herbal Creams Manufacturing Plant, Formulation, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Formula, Feasibility Study, Investment

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