

# Men's Grooming in India

Contributed by Euromonitor  
Thursday, 12 September 2013

Men's grooming in India increased by 22% in current value terms in 2012, to reach Rs37.9 billion. Major manufacturers within beauty and personal care launched male-specific products in 2012. Men's grooming products can now be found under brands such as Garnier, Nivea, Fama Di Wills and Olay.

## Competitive Landscape

Gillette India led men's grooming with a value share of 28% in 2012. The company has a strong horizontally diversified portfolio of razors and blades, with brands such as Mach, Vector, 7 O'clock and many more, enhancing its long term sustainability. Hindustan Unilever was second, accounting for a 15% share of value sales in 2012.

## Prospects

Major manufacturers will increase their presence in men's grooming over the forecast period. Hindustan Unilever is expected to launch more Axe products targeting men. A similar approach will be followed by other manufacturers, such as ITC, Dabur India, Emami and Marico, over the forecast period.

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