

Lip Care Products Market in India: A Comprehensive Overview

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More People Adapt Lip Care Products as Companies Bring Innovative Solutions

The lip care products market in India has been experiencing significant growth and innovation in recent years, this is largely due to the increased focus on personal care. To meet these personal care needs of people across the nation, several brands have made their contributions to this industry. Moreover, these brands have put a special focus on providing quality products tailored to Indian consumers. In this article, we will explore the latest developments in the Indian lip care market, shedding light on key players and their unique offerings.

Mellow Herbals Dominates South India with Ayurvedic Lip Treatment

Mellow Herbals, one of the leading personal care brands, has witnessed remarkable success in South India, particularly in Karnataka, Andhra Pradesh, and Kerala. This is largely due to their Ayurvedic Lip Treatment product having emerged as a standout, constituting up to 90.0% of the brand's revenue in the region. This gender-neutral product, known for its matte finish and absence of fruity flavors, has garnered popularity among young males in tier 2 and tier 3 cities.

Mellow Herbals Founder & CEO, Vaishali Sharda, expressed her delight in the growing demand for their products in smaller towns and cities. The company plans to expand its presence in South India by collaborating with Ayurvedic spas, resorts, and organic stores, and has international aspirations, starting with the USA and UAE.

Veraku Lifestyle: Expanding Men's Grooming and Lip Care Range

In a press release on 22 August 2023, Veraku Lifestyle Private Limited, a Jaipur-based men's grooming, and skincare brand shared the exciting news that it is yet again making waves in the market.

After the successful launch of their intimate hygiene range, they have introduced a new face-care and lip-care range into the market to cater to the evolving needs of Indian men. With an emphasis on quality and affordability, the brand aims to tap into the substantial male population and has ambitious growth plans.

Chetan Middha, the founder and CEO of Veraku Lifestyle, emphasized the brand's commitment to providing a range of holistic lifestyle products while also promoting vegan and cruelty-free options in the realm of personal care. The lip balm from their range stands out for its long-lasting moisture-locking capabilities, due to its rich properties consisting of ingredients such as Licorice and Hemp-Seed oil.

Swiss Beauty Launches 'The Lipstick of India'

On 29 August 2023, Swiss Beauty, a beloved Indian cosmetics brand, introduced its new 'The Hold Me Matte Liquid Lipstick,' proudly known as 'The Lipstick of India.' This lipstick is crafted with care for Indian consumers and offers a non-drying matte finish with hydration from Vitamin E and Apricot Oil. Keeping in mind the harsh and extreme Indian weather, the lipstick has been designed to withstand these Indian weather conditions for up to 12 hours.

Offering 30 stunning shades at an attractive price point, Swiss Beauty aims to provide affordable luxury. The product is available through various online platforms and select retail outlets. It's notable for being cruelty-free, adding to its appeal among conscientious consumers.

Beauty by BiE Redefines Lip Care with Unique Lip Balms

On August 27th, 2023, Beauty by BiE, known for their range of clean beauty products, introduced two new and exciting lip balms to the Indian market: Berry Pop Hydrating Lip Balm and Coffee and Cream Nourishing Lip Balm. Beauty by BiE claims that these lip-loving products offer not only care for your

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lips but also an indulgent experience, with unique flavors and nourishing ingredients.

Dinyar Workingboxwalla, the Skin Guru behind these innovations who has more than 5 decades of experience in the beauty industry, emphasizes their commitment to natural beauty. These lip balms are free from harmful ingredients and align with the clean beauty trend.

Growth to Be Expected in The Indian Lip Care Products Market

The lip care products market in India is witnessing dynamic growth, with brands like Mellow Herbals, Veraku Lifestyle, Swiss Beauty, and Beauty by BiE offering diverse and innovative solutions to meet the needs of Indian consumers. With a focus on quality, affordability, and unique formulations, these brands are redefining the lip care industry and empowering consumers to embrace self-care and beauty with confidence.

With the emergence of local brands, the Indian lip care market is expected to record significant growth and we are excited to see what new research can bring to the market.



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