

A General Study of Beauty & Cosmetic Sector in India and Lakme Company

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Abstract— The beauty and cosmetic sector in India has witnessed significant growth in recent years. This study aims to provide a general overview of the beauty and cosmetic sector in India and to analyze the performance of Lakme Company, one of the leading players in the industry. The study uses secondary data to analyze the market trends, growth drivers, and challenges faced by the industry. The findings of the study indicate that the beauty and cosmetic sector in India is expected to continue its growth trajectory, driven by increasing demand for premium and natural products. Lakme Company has been able to maintain its market share in the industry, despite intense competition.

Keywords— - Beauty and cosmetic sector, India, Lakme Company, Market Trends, Growth Drivers, Challenges

Introduction:

The beauty and cosmetic sector in India has witnessed significant growth in recent years, driven by increasing demand for premium and natural products. The sector has attracted significant investments from domestic and international players, leading to intense competition. This study aims to provide a general overview of the beauty and cosmetic sector in India and to analyze the performance of Lakme Company, one of the leading players in the industry.

Literature Review:

The beauty and cosmetic sector in India has been studied by several researchers. A study by [Author's Name] found that the sector has witnessed significant growth in recent years, driven by increasing demand for premium and natural products. Another study by [Author's Name] analyzed the performance of Lakme Company and found that the company has been able to maintain its market share in the industry, despite intense competition.

Research Methodology:

The study uses secondary data to analyze the market trends, growth drivers, and challenges faced by the beauty and cosmetic sector in India. The data has been collected from various sources, including industry reports, research studies, and company websites.

Analysis and Findings:

The analysis of the data indicates that the beauty and cosmetic sector in India is expected to continue its growth trajectory, driven by increasing demand for premium and natural products. The sector has attracted significant investments from domestic and international players, leading to intense competition. Lakme Company has been able to maintain its market share in the industry, despite intense competition.

Conclusion:

In conclusion, the beauty and cosmetic sector in India is expected to continue its growth trajectory, driven by increasing demand for premium and natural products. Lakme Company has been able to maintain its market share in the industry, despite intense competition. The study suggests that the company should focus on innovation and customer engagement to maintain its competitive edge.

References:

[1] [Author's Name]. (Year). Title of the study. Journal Name, Vol(Issue), pp-pp.

[2] [Author's Name]. (Year). Title of the study. Journal Name, Vol(Issue), pp-pp.

Appendices:

Appendix A: Industry Reports

Appendix B: Research Studies

Appendix C: Company Websites