



## ITALIAN COSMETICS for the INDIAN MARKET

A range of **integrated services** and **promotional initiatives** to initiate and consolidate the **commercial presence in India** and the **brand positioning** of Italian companies in Cosmetics and Personal Care.

India imports an average of €2.69 billion annually of cosmetics and personal care products. Italy is recognised as one of the key trading partners in this sector, with €88.04 million of estimated direct exports to India in 2024.

	21	22	23	24*	TOTAL
Cosmetics (Makeup, Skincare, Perfumes)	23	28	37	49	137
Personal Care (Soaps, Shampoo etc.)	39	43	35	40	157
<b>TOTAL by YEAR</b>	<b>62</b>	<b>71</b>	<b>72</b>	<b>89</b>	<b>294</b>

\*\*Estimated. The data refer exclusively to direct exports from Italy to India, and does not consider those through third countries. Source: Indian Ministry of Commerce - figures in EUR million

Indian cosmetic distributors, salons and consumers admire Italian cosmetic brands, which have a perception of luxury and prestige, and that they are manufactured with highest standards, with high-quality raw materials, and in state-of-the-art facilities. Tier 1 and 2 cities have increased consumer awareness as E-retail has made niche cosmetic brands increasingly accessible.

The potential for Italian cosmetics and personal care items are high in India. However, the presence of Italian companies in India remains limited, and cosmetics exports to India fall short of their potential.

## CHALLENGES AND OPPORTUNITIES

**Retail Sector:** India's retail sector is still emerging, with restrictions on FDI (Foreign Direct Investment) for single and multi-brand stores. Local collaboration with effective distributors and dealers is critical. The IICCI can assist with partner selection.

**Geographic Coverage:** Indian cosmetic distributors operate regionally, requiring multiple partnerships for multiple product types, to cover the entire market, which can be complex to manage. The IICCI can serve as a reference point for coordinating commercial networks in India.

**Tariff Barriers:** Import duties on cosmetic and personal care product (approximately 49%) are high. Promotional and awareness campaigns essential are to highlight the quality and brand positioning of Italian cosmetic and personal care products. The IICCI offers promotional tools to support you and your distributors/agents/partners in India.

\*\* Indian FDI regulations allow foreign companies to own 100% of single-brand retail stores only if at least 30% of products sold are locally produced. Multi-brand stores require a local partner with at least 49% ownership and government approval.

## WHAT DOES IICCI PROPOSE WITH PUNTO&LINEA PROJECT?

With a presence in key Indian cities, extensive experience, and sector knowledge, the IICCI plays a vital role in facilitating market access and supporting commercial and industrial collaborations between Italian and Indian companies.

### ① MARKET INFORMATION AND STRATEGIC APPROACH

- Data on trade exchanges, Italian brand presence, competitor pricing, penetration strategies, duties, registrations, and contracts.
- Definition of a strategic approach and business planning to establish a structured presence in India.

### ② INITIATING, DEVELOPING & CONSOLIDATING COMMERCIAL PRESENCE

- Identification, selection, and evaluation of Indian commercial and/or industrial partners.
- Organization of B2B meetings (online/in-person) with company visits.
- Support for finalizing commercial contracts and negotiations.
- Provision of specialized personnel for generating business leads, requests for quotations, and client-dealer coordination.
- Availability of office space at VIVITALIA, IICCI's co-working hub in Mumbai.

### ③ BRAND AND PRODUCT POSITIONING

- Promotional campaigns on Indian online and specialized print media.
- Support for participation in fairs, conferences, and sectoral events.
- Engagement in IICCI initiatives promoting Italian lifestyle, such as Festa Italiana in various Indian cities.





- Founded in 1966: 58 years at the centre of Indo-Italian relations.
- Officially recognised by the Italian Ministry of Enterprises and Made in Italy.
- Over 650 member companies and professionals.
- 6 offices across major Indian cities and 2 antennas in Italy.
- 30 employees and collaborators.

### **The Italian Companies Presence and IICCI Network in Cosmetics Sector**

- **4,00+** Italian companies exporting to India.
- **425+** Indian buyers/distributors of Italian Cosmetics
- **10+** Italian Cosmetics companies present in India.

For more information on Business Assistance services, participation, and costs, please contact:

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Scan this **QR code** to access IICCI website

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