

The Rise of Green Beauty: Global and Indian Skincare Industry Trends with SWOT Analysis of Leading Brands

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Abstract

The global beauty & wellness business is now experiencing its fastest growth in the skincare area. Expanding personal care demands, growing disposable income, expanding urbanization and awareness of skin care are driving the growth of these sectors. Consumers in particular young consumers are demanding more natural, organic, ecological and eco-friendly products that promote greener lifestyles. Technology has been a gamechanger in this space, allowing companies to engage people and deliver bespoke solutions in ever more compelling ways, notably via AI-powered diagnostics and customization. The growth in skincare has also been fueled by social media and influencer culture, with the regimen and testing products becoming daily rituals. Evolution of International and Indian Skin Care Market The development of this chapter is based on the reason which has led to the need for organic skin care and increasing reliance on natural substances in skin care. It also provides a SWOT analysis of two of the leading Indian brands – momaearth and Himalaya to evaluate their strengths, weaknesses, opportunities and threats in the fast-changing field of skin care.

Keyword

Green Products, Mamaearth, Skincare, Social Media, SWOT

1. Introduction

1.1 Global Skincare Market

With the advent of the Internet, the lifestyle of people around the world and the increasing awareness of consumers towards organic products, the global skincare market has significantly expanded in the last few years. The Grand View Research Market Report (2022) estimates that the skincare products market held a value of USD 135.83 billion in 2022 and will grow by 4.7% CAGR to reach USD 196.20 billion by 2030. Part of this growth is due to the growing popularity of products like moisturizers and serums. The industry is diversified and can be segmented based on a couple of factors such as gender, product type, type of skin, price range, consumer categories, user demographics, distribution channel, geographic region, etc. Face-care products account for a considerable share of these categories, as customers are increasingly concerned with moisturizing, anti-ageing, sun protection, and acne treatment.

1.2 Technological Advancements and Personalization

The skincare industry has experienced numerous changes with the advancement of technology. One major advantage of the modern developments is the personalization of products and services. Artificial intelligence (AI) and machine learning are used to scan the attributes of every piece of skin, environment, individual, etc. Skincare apps that utilize AI can help consumers identify their unique problems and recommend the best products or regimen for them. This move towards personalization has boosted customer engagement and helped product innovation and customer satisfaction. According to Harsh et.al. (2025), artificial intelligence plays an important role in the growth of the skincare segment, as it helps brands to provide a need-based solution for their customers, building curiosity and engagement among consumers towards their sustainable modern approaches.

1.3 Organic and Sustainable Products

The popularity of organic and natural skin care products is growing as there is a perceived belief that it is safer and more environmentally friendly. Natural formulations, like serum-based moisturizers, herbal creams, and organic exfoliators, have become mainstream due to their potential to be skin-friendly, as well as having fewer side effects. Smart eco-friendly customers also seek out brands that adhere to sustainable practices, such as eco-friendly packaging, treating animals right, and using ethical sourcing. Organic and sustainability are not just ethical concerns; they are the drivers of attention of potential consumers towards their organic skincare brands Ajayi et.al., 2024; Manful et al., 2024). Now, people are more focused on the usage and utilization of organic ingredients, as it is beneficial for both consumers and the environment. Another new idea in the world of skincare is the use of waterless cosmetics. In 2023, the waterless cosmetics market held 39.54% of the total. These products contain ingredients like oils, waxes, and shea butter, rather than water, which can help to decrease waste and make the products more sustainable. Ogorzałek, M (2024) also highlighted that waterless cosmetic is, like scrub bars made of natural exfoliators, are gaining their place in the cosmetology and skincare market, becoming more

environmentally friendly.

1.4 Influence of Social Media and Influencer Marketing

Nowadays, social media has taken a big part in promoting skincare products. The short videos on social media platforms such as Instagram, YouTube, or TikTok provide brands with an opportunity to engage with their clients directly and promote their products. Social media platforms have become the fastest way to reach a high number of consumers by effectively advertising and interacting with the audience (Joshi et al., 2022; Pop et al., 2020). Moreover, influencers and celebrities play a significant role in creating beauty and skincare trends and shaping purchasing behavior (Jinying, 2019; Murwaningtyas et al., 2020; Zralek, 2017). Online reviews, ratings, testimonials, and peer recommendations add to the credibility of a brand too (Kaur & Chandra, 2025). These are important things that consumers take the time to look at before buying a skincare product. In addition, the rise of e-commerce and immediate service has also made skin care products simpler to obtain and buy. Yuisana et al. (2023) also remarked that influencers are now not just creators; they are driving attention and creating a direction among the younger generations about the benefits of using organic skincare products, which benefit their skin and boost their natural glow and beauty, without harming the environment.

2. Indian Skincare Market

Indian skincare market is growing quickly because of the rise in awareness and demand for personal care products to maintain beauty, fast lifestyle changes, and growing interest in herbal and sustainable skincare products. This is especially evident with consumers in urban areas. As per the market forecast provided in the chapter, the Indian skincare market was worth USD 9.06 billion in 2025 and is projected to reach USD 18.38 billion by 2034 with a CAGR of 7.49% (IMARC Report, 2025). Another significant sector of the market of significance is facial care. There are more and more consumers who use structured skin care regimens such as cleansers, toners, serums, sheet masks, gels, moisturizers, and gua-sha stones. Beauty trends and rising wellness awareness have contributed to the rise in popularity of these practices among younger consumers.

2.2 Rise of Herbal and Green Skincare Products

Indian consumers are searching for more healthy products for their skin and the environment, as well as better lifestyle changes. This attitude to green beauty has encouraged enterprises to create sustainable formulas and ecologically labeled cosmetics (Wiederhold & Martinez, 2018). The Indian skincare market was worth USD 2,478.4 million in 2017 and is expected to hit USD 5,033.7 million by 2027, with 9.5% CAGR from 2021 to 2027, according to Allied Market Research (2017). Rapid development was also promoted by providing skincare products for sale in department stores, online retailers, and quick-commerce applications.

2.3 Regional Growth in India

Northern India is a strong contributor to the expansion of the skincare market owing to the high

level of awareness, technological advancement, retail infrastructure, ease of online delivery, the large urban population, and the rising disposable incomes. With its huge population, Uttar Pradesh has turned out to be a lucrative market for skincare products as well as investments.

2.4 Key Ingredients Demanded in Skincare Products

Today's shoppers are more aware of the ingredients in skin care products and tend to review the product labels before buying. Consumers are more knowledgeable and aware of the advantages and potential drawbacks of various ingredients due to widespread internet access. Today, consumers are more inclined to opt for products that feature organic, natural, chemical-free, cruelty-free, and dermatology-tested ingredients. Some of the ingredients that are often sought include vitamin C, hyaluronic acid, aloe vera, niacinamide, green tea extract, shea butter, essential oils, and herbal extracts. With the rising trend of ingredient openness, brands have responded by brazenly promoting clean label ingredients and science-backed claims. According to Ravishankar & Dhekle (2021), it was concluded that through Instagram marketing, ingredient-based marketing is working in top gear, as it is easier to forecast the benefits of these organic ingredients. Further, it was also found that top brands were Mamaearth and Biotique, which focused on ingredient-based branding.

3. Factors Contributing to the Expansion of the Organic Skincare Industry

Organic skincare products are becoming popular due to growing health awareness, environmental concerns, the rise of organic products, and the influence of social media.

3.1 Health Consciousness

One of the reasons these organic skincare products are growing is health consciousness in society. In their busy lifestyle, people tend to suffer from stress, air pollution, and unhealthy diets that may negatively affect their health, and particularly the condition of their skin. This fact has pushed customers to be more conscious about the products they use on their skin and therefore prefer herbal and natural skincare products. Young women were highly motivated to buy green cosmetics for long-term skin wellbeing (Khan & Salim, 2021; Cinelli et al., 2019; Wang et al., 2019). Consumers also prefer natural products that are seen as safe and effective, as reported by (Al Mamun et al., 2023; Gradinaru, 2022).

3.2 Rising Awareness

The internet and technological developments have raised consumer awareness of environmental sustainability and climate change everywhere. Product knowledge is one of the most influential factors that helps in increasing the continuous purchasing intention among consumers (Halan et al., 2025; Li & Cui, 2021). People are increasingly aware of the potential dangers of artificial chemicals and are seeking to use safer options. With the rise in consumer awareness and attention on sustainability, more and more brands are leveraging certifications, eco-labels, and plant-based formulations to alert consumers to product quality and sustainability.

3.3 Increasing Demand for Organic Products

Consumers have altered their definition of beauty and contributed to the rise of organic skincare because of environmental issues. There is a rising demand for eco-friendly and sustainable products along with the growth of the men's skincare segment, as aware men are increasing their personal care. Meanwhile, less-is-more skincare regimens have caught on that emphasize the use of fewer products but that go further in their effectiveness.

3.4 Role of Social Media Platforms

The role of social media platforms is growing as a marketing tool to engage with customers and get information on skincare. Instagram and YouTube can be used as a direct point of connection with the audience. Parwana & Sharmab (2023) highlighted that consumers now prefer online marketplaces as compared to traditional marketing. Moreover, influencer marketing is a powerful tool for promotion, and an average consumer will try a skincare routine or product that has been recommended by a verified source. Social media, on the other hand, can also peddle misinformation and foster unrealistic skincare expectations (Gani et al., 2023). Nevertheless, it has helped to raise awareness of natural ingredients, skincare education, and sustainable beauty practices.

4. SWOT Analysis of Mamaearth

SWOT analysis is a strategic planning tool that can be used to help priorities an organization's strengths and weaknesses and to help them understand the opportunities and threats in the external environment that can impact their performance. SWOT analysis is a tool that can aid organizations in evaluating their competitive position to come up with the appropriate strategy (Gürel & Tat (2017; King et al., 2023). Attri & Bairagi (2023) also highlighted the challenges and opportunities for marketing a sustainable product. Mamaearth is a leading skincare brand in India, specifically for its organic, non-toxic and eco-friendly formulations. Ashwini & Aithal (2023) highlighted that Mamaearth is one of the top-notch growing brands and is popular among young consumers because of its high visibility and presence on social media, also due to its organic ingredient-based advertising all over the web.



Figure 1: SWOT ANALYSIS

Source: <https://share.google/cKnhZZguiZXotH5mq>

4.1 Strengths of Mamaearth

- **Commitment towards Eco-Friendly Products**
Mamaearth's focus on natural and eco-friendly products has resonated with consumers who value an environmentally conscious lifestyle. This position as a natural skincare product resonates with the increasing trend of seeking out sustainable beauty options.
- **Strong Online Presence**
Mamaearth built its brand image through online platforms, social media, and influencers. The company sells its products online through fast delivery services such as Blinkit and Zepto.
- **Diverse Product Range**
The company provides a wide variety of skincare, haircare, and baby-care products, which provide consumers with several options.
- **Sustainability Initiatives**
Mamaearth uses cardboard packaging for sustainability and runs reforestation campaigns for its clients. Such plans can increase consumer confidence in the brand and create customer loyalty.

4.2 Weaknesses of Mamaearth

- **Intense Competition**
The organic skincare industry is insanely competitive; there are many local and foreign brands that provide almost the same products and solutions tailored to the skin of individuals.
- **Dependence on Digital Platforms**

Mamaearth's heavy dependence on online channels could be affected by changes in algorithms and a rising competitive space online.

- **Limited Offline Presence**

But even with more physical locations it doesn't have the same reach in the market as traditional skincare items.

- **Supply Chain Challenges**

The company's growth and the rate at which it makes and delivers its goods may be limited by how reliably it can access natural resources.

- **Regulatory Challenges**

Changes in government regulation of packaging, ingredients, labelling and environmental and sustainability rules could adversely affect the company's business.

4.3 Opportunities for Mamaearth

- **Growth in Offline Markets**

Retail outlets, shopping centers and drugstores open new avenues for distribution of the product and still more to develop the faith of the consumer.

- **Expansion into International Markets**

By introducing Indian herbal ingredients and natural skin care products in foreign markets, Mamaearth can expand its global reach and presence.

- **Product Innovation and Diversification**

Research and Development (R&D) investments can aid in the launch of new products and facilitate the company in delivering to the market segments it has not reached.

Enhanced Sustainability Initiatives

Further sustainability measures can enhance Mamaearth's market position and establish it as a good green skincare brand.

4.4 Threats to Mamaearth

- **Increased Competition**

With many skincare companies offering personalized creams, serums, and lotions poses significant competition.

- **Consumer Change of Preferences and Environmental Concerns**

Consumer expectations and the environment are constantly evolving, necessitating the company's adaptation and innovation.

- **Trends and AI-driven Personalization**

Mamaearth may be pressured to utilize AI technology to provide customized provide to remain relevant in the market.

5. SWOT Analysis of Himalaya

Himalaya is among the proven brands of herbal health and skin care products in India. It's known for its herbal recipes, its herbal history, and its trusted products. Srinivasan R. (2016), highlighted that Himalaya provides a head-to-toe herbal solution for their eco- friendly consumers. Now, Himalaya, through its online presence, is successful in creating customer engagement through its trust and authenticity of herbs. This brand is successful in creating customer growth based on one single product and has captured a wide market share. Tiwari et al. (2020), through their comparative study, highlighted that Himalaya is one of the most popular skincare brands among consumers, when compared to Jovees, Patanjali, etc. Thus, to strengthen their market position, this SWOT analysis will be beneficial for building future trends in the skincare regime of Himalaya.

5.1 Strengths of Himalaya

- **Strong Financial Background**

Himalaya's financial resources enable research, product development and expansion in marketing.

- **Highly Skilled Workforce**

The company has experienced researchers and knowledgeable employees that help in the development of quality products and innovations.

- **High Product Quality**

The medicinal properties of the Himalayas have given trust and assurance to customers about the efficacy of the products. The company requires a substantial amount of working capital to operate and maintain its inventory.

- **Eco-Friendly Herbal Products**

The company emphasizes the authenticity of herbs and sustainability, thereby focusing on eco-friendly products.

- **Clear, Powerful Brand Identity and Global Reach**

Himalaya's proven reputation and global presence build trust and confidence in the consumer.

- **Wide Product Availability**

Its products are sold across various platforms like e-commerce, quick commerce apps, offline stores, medical stores, as well as department stores.

- **First-Mover Advantage**

Himalaya is an established brand, which lends to strong brand awareness and customer loyalty.

5.2 Weaknesses of Himalaya

- **Limited Entrepreneurial Aggressiveness**

A conservative business attitude can lengthen the innovation time and hamper the company's reaction speed to market changes.

- **High Manufacturing Costs**

The manufacturing plant for herbal products and natural products requires substantial capital investment, which makes operation in this field more costly.

- **Limited Knowledge of Complete Product Line**

Many consumers still think of Himalaya predominantly as medicinal skin care items and don't know much about its other skin care products.

- ***Higher Working Capital Requirement***

Companies require sufficient working capital to operate their business efficiently and store the required stock.

- **Concentrated Sales in Urban Areas**

The company has positioned itself to compete in urban markets. There is potential for expansion in the rural market segment.

5.3 Opportunities for Himalaya

- **International Sales Expansion**

Digital marketing and technological innovations can contribute to bolstering the international marketing presence of Himalaya.

- **Changing Demographics**

The rise of Generation Z and younger consumers means there are opportunities for specific marketing and product differentiation.

- **Modern Marketing Strategies**

The company can improve its online presence through social media marketing, partnerships with influencers and more online engagement.

- **Demand for Innovative Herbal Products**

Himalaya can tap the growing demand for natural skin care products and introduce new herbal skin care products.

5.4 Threats to Himalaya

- **Threat of New Entrants**

The increasing trend of skin care products customized to the needs of the individual may be a challenge for Himalaya in terms of market share.

- **High Inventory Costs**

Natural products have a shorter shelf life and more variable stock levels, making stock management more expensive and complicated.

- **Premium Pricing Challenges**

Some of its skin care products are expensive, which could affect its market position and affordability for certain customer segments.

So, these both brands: Mamaearth and Himalaya have created their own place in Indian skin care sector with their natural and herbal products, but in different way. Mamaearth launched its brand online and it targets young population with influencers, eco-friendly efforts and modernism. Himalaya, in contrast, has a strong established herbal, pharmaceutical heritage, is available in many retail outlets and already has a customer base. Himalaya has a deeper offline reach and a stronger global footprint, whereas Mamaearth scores higher on product innovation and internet presence. Both organizations are in a highly competitive market and need to keep innovating to keep up with the ever-changing needs of consumers.

Conclusion

Customer trends, technological innovations, sustainability and the awareness of customized skin care and the use of organic and natural products have significantly impacted the skin care market. People are more interested in the ingredient list, the green packaging and in nutrition skin care. Social media/influencer marketing has also increased awareness of skincare, and this has influenced buying behavior. Himalaya and Mamaearth are the leaders in the Indian skincare market. We all have our strengths and weaknesses. Himalaya's medicinal characteristics and availability give it thumbs up in the market while Mamaearth's young, digital first strategy and deeper focus on sustainability have placed it well among young demographic. Skincare companies need to keep innovating, keep finding the right technologies, keep growing sustainability efforts and keep earning the trust of their consumers, through transparency and by delivering consistent product quality, to be successful.

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