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Dr. Chytra V Anand Shares the Trends of Skincare Industry in India

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The Indian skin care industry is believed to be one of the most dynamic and rapidly growing markets in the business world. The growing awareness among the population and climatic factors that lead to various skin problems has given rise to the demand of skincare segment and growth of the industry in India.

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Kosmoderma, a one-stop solution for skin, hair and body needs, offering safe effective, affordable non-surgical and surgical solutions to all Indians with world class standards, using the latest technologies and advances from 2006, is known for its latest cutting edge procedures and being the first in many innovations in India. Kosmoderma does a full 3D analysis of the patients' skin at the first consult.

In conversation with Franchise India, Dr. Chytra V Anand, Celebrity Cosmetic Dermatologist and Founder of Kosmoderma Skin & Hair Clinic, shares the trends and how franchising works in the skin care industry.

Trends in the Skincare Industry

Dr. Chytra says, "The trend today is non-surgical therapies and in India, the current medical aesthetic life cycle is at Permanent Hair Removal, Scar Reduction, Hair fall procedures and Body shaping.

She adds, "India is a young nascent market and has not matured yet in the life cycle of the medical aesthetic industry."

Competition between International brands and Kosmoderma

Dr. Chytra says, "The international brands don't have the know-how of treating Indian skin types. Indian skin is very different and one of the most sensitive skin types. Even the technologies available internationally need to be modified many times to suit Indian skin and this is the core specialty of Kosmoderma. In fact, many International brands have asked to be partner with us or buy us out due to our core knowledge. As an Indian brand, we know our clients and are able to tailor make the approach."

Franchising in Kosmoderma

“Franchising with individuals who have a passion in aesthetics/ beauty will grow the industry and get a better traction and knowledge spread”, Dr. Chytra adds, “We just launched permanent sweat reduction for the first time in India to treat body odor issues and underarm sweating. Next, we are working on body contouring for Indians a full 360 approach.”

The vision for Growth in 2019

Dr. Chytra elaborates, “In 2019 we have already allocated 2 franchises that are set to open in the first quarter. Our plan is for 2 Company owned clinics and 6 franchises in 2019.”

About expansion plans of Kosmoderma, she says, “Currently we are based in Bangalore and Chennai. We are expanding into Hyderabad in 2019 and post that to Delhi, Gurgaon, Noida and Chandigarh regions.”