

Brand Kylie Cosmetics Launches On Nykaa India

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The beloved beauty label Kylie Cosmetics is taking a major step in India: it has officially launched on Nykaa's digital and retail ecosystem. Introduced in India by House of Beauty, the brand already boasts strong consumer traction here — and this move signals a new growth phase.

Why the Tie-Up with Nykaa Matters

By going live on Nykaa.com, the Nykaa app and Nykaa's physical stores, Kylie Cosmetics taps into a platform that blends discovery, authenticity and storytelling with deep consumer reach. The partnership is framed as not merely a distribution extension but a strategic alignment of brand ethos and consumer connection.

Growth Signals & Category Momentum

House of Beauty's CBO, Vikram Vijay Kant, points out that Kylie Cosmetics in India has already achieved **over 100% growth since April 2024**. Lipsticks remain a top seller, while eye- and face-care are showing double-digit growth. Even a newer category — fragrance — is emerging strongly in the Indian context.

Kylie Cosmetics' rise globally by social-media momentum — a shout-out on social sold out lip kits, highlighting demand. In India, that brand storytelling with local access through Nykaa means consumers can now experience the brand seamlessly.

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