

Global Fashion Giants Bet Big on India as Growth Engine

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Global fashion and beauty brands are increasingly viewing **India as their most critical growth market**, according to recent reports. As consumption slows in traditional markets like the U.S. and Europe, these companies are redirecting their expansion to tap into India's booming demand.

India: A Strategic Safe Bet

In a volatile economic environment, many international brands are placing their chips on India:

- **OVS**, the Italian fashion chain, made its Indian debut in October 2025.
- **Shiseido**, the Japanese cosmetics giant, is planning to begin local manufacturing in India — signaling a long-term commitment.
- Major players like **Estée Lauder** and **The Body Shop** are actively exploring partnerships with Indian firms.

These moves come as global consumer spending weakens elsewhere and import tariffs add pressure. As a result, India has emerged as a relatively safe growth arena.

Young, Digital-First Customers

India's demographic advantage — a young, affluent, and digitally engaged population — is at the heart of this shift. The new Indian consumer is more aspirational than ever, with rising disposable incomes and a growing appetite for luxury, beauty, and fashion.

Retailers are seizing this opportunity: e-commerce platforms such as **Tata Cliq**, **Myntra**, and **Nykaa** are acting as critical channels for these international brands to reach consumers without the upfront cost of building a full store network.

India's Luxury Boom

According to Euromonitor, India's luxury goods market expects to hit **US\$ 12.1 billion in 2025**, with a steep growth rate. This boom is being fueled by a rise in high-income consumers and wealthy individuals.

Luxury names are already capitalising on the trend: **Chanel Beauty & Fragrance** recently expanded to Nykaa — a sign that the luxury experience in India is becoming omnichannel.

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