



A STUDY ON GROWTH OF THE FACE TALCUM POWDER MARKET AND ITS FUTURE TREND IN THE MARKET

Dr. GB. Karthikeyan¹, Ms. M. Janani², Ms. V. Nivitha³

¹Head, Department of Commerce (International Business), Government Arts College (Autonomous), - 18

²Faculty, Department of Commerce (International Business), Government Arts College (Autonomous), Cbe - 18

³Final Year B.Com (International Business) Government Arts College (Autonomous), Cbe- 18.

ABSTRACT

“Ayurveda combines the goodness of nature with balanced, time tested prescriptions, to provide natural and clean beauty solutions”. This study analyzed the export data of the face talcum powder for past 10 years and also predicts the future export trend for the talcum powder. Comparing to the last years the future market of the talcum powder will increase year by year. The growth of talcum powder was increased in 2017-2018, after that the pandemic arises the growth of talcum powder was slightly decreased.

INTRODUCTION

“Reveal the beauty of nature on your skin with our herbal face talcum powder – where natural ingredients meet timeless beauty.” Herbal face talcum powder is a natural alternative to regular talcum powder made from herbal ingredients. Unlike traditional talcum powders that often contain talc and might have health concerns, herbal face talcum powder uses herbs and natural substances. These powders contain rose petals, fullers earth powder, arrow root powder, corn flour starch and sometimes almond oils known for their skin-nourishing and soothing properties. In these powders, each offers specific benefits to the skin. The purpose of herbal face talcum powder is multi-fold. It aims to address various skin concerns such as excess oiliness, acne, irritation and to provide a refreshing feel. Additionally, these powders help absorb moisture, leaving the skin soft, smooth and rejuvenated.

HERBAL FACE TALCUM POWDER BENEFITS FOR SKIN

Herbal talcum powder, comprising of corn flour, arrowroot, multanimitti (Fuller's earth), rose petal powder and almond oil, offers diverse skincare benefits. Corn flour and arrowroot absorb excess oil and soothe, ideal for oily and sensitive skin. Multani mitti acts as an oil-absorber, exfoliant and skin cooler, beneficial for oily and irritated skin. Rose petal powder's antioxidants and hydration protect against radicals and moisturize. Almond oil's moisturizing and soothing properties maintain skin suppleness. Together, they offer oil absorption, soothing, exfoliation, and hydration, improving skin health.

COUNTRY	VALUE (USD MILLION)
INDONESIA	2.02
UAE	1.74
BANGLADESH	1.34s
SOUTH AFRICA	1.08
ISRAEL	1.05

HERBAL FACE TALCUM POWDER IN THE WORLD MARKET

The worldwide talcum powder market is expected to increase significantly from 2022 to 2028. As of 2020, the market is growing steadily and with key players adopting effective strategies, it is anticipated to continue growing in the upcoming years.

Due to the impact of the COVID-19 pandemic, the global talcum powder market size is estimated to be worth USD million in 2022. It is expected to undergo adjustments and reach a revised size of USD million by 2028, showing an impressive Compound Annual Growth Rate (CAGR) during this period. Taking into account the economic changes caused by the health crisis, Talcum Powder, classified by type, represented percentage of the global market in 2021 and is projected to reach a value of USD million by 2028, growing at a revised



percentage CAGR after the COVID-19 period. In terms of application, Talcum Powder was the leading segment in 2021, holding over percent market share and expected to experience a CAGR throughout the forecast period.

Source : (Talcum Powder Market Study Providing In-depth Analysis on Top Key Companies Yardley London, Golcha Group, Vasa Cosmetics Private Limited and More).

HERBAL FACE TALCUM POWDER IN INDIAN MARKET

The talcum powder market in India shrank significantly to \$X in 2021, showing a decrease of -19.7% compared to the previous year. Overall, there has been a noticeable reduction in consumption. The market experienced its fastest growth in 2019, increasing by 3%. Although the market reached a peak of \$X in 2012, consumption remained lower from 2013 to 2021 estimated at export prices.

However, there has been a slight decline in production over the reviewed period. The most significant growth occurred in 2013 when production increased by 8.8%, reaching the highest level at \$X. From 2014 to 2021, the growth in production remained somewhat lower in 2021, the export of talcum powder and other cosmetic powders experienced significant growth, increasing by 66% to X tons after two years of decline. Overall, the total exports showed a noticeable increase from 2012 to 2021, growing at an average annual rate of +3.4% over the nine-year period. Although there were fluctuations, the trend suggests continued growth in the near future.

In terms of value, talcum powder exports reached \$X in 2021, with an average annual growth rate of +2.7% from 2012 to 2021. However, there were fluctuations and in 2021, exports decreased by -13.9% compared to 2018. The most rapid growth occurred in 2013 with a 73% increase, reaching the peak at \$X. Unfortunately from 2014-2021 the export growth did not regain the momentum.

Source: <https://www.indexbox.io/store/india-talcum-powder-and-other-powders-for-cosmetic-use-market-analysis-forecast-size-trends-and-insights/>

HERBAL FACE TALCUM POWDER IN TAMILNADU MARKET:

Tamil Nadu in southern India observed growing demand for herbal talcum powder across various districts. Chennai, a key urban center, experienced increased interest due to a health-conscious consumer base. Coimbatore saw a surge driven by preferences for safer skincare options. Madurai showcased rising demand, reflecting the region's embrace of traditional remedies. Tiruchirappalli witnessed a shift towards healthier skincare choices in line with consumer trends. Factors such as promoting Ayurvedic ingredients, concerns about synthetic chemicals and a wellness-oriented approach fueled the growth. Local and national brands offering herbal talcum powder formulations with indigenous ingredients contributed to their popularity.

REVIEW OF THE LITERATURE

Saifullah Jamali, Nek Muhammad Shaikh, Muhammad Aslam Khoso, Yasir Jamil, Waseem Ahmed Bhutto, Abdul Majid Soomro, Riaz Hussain Mari (2022) Our investigation on tellurium (Te) and neon (Ne) dynamics revealed decreasing plasma parameters with increasing delay time, focusing on inverse bremsstrahlung absorption coefficient fluctuations. In talcum powder, calcium (Ca) concentrations were consistently highest, crucial for UV protection and skin cell regulation. LIBS detected lead, zinc, and cadmium in beauty products in a study on cosmetic safety. In Nigeria, Yebpella et al. used LIBS to identify heavy metals in cosmetics.

Ghana Rehman, Iftikhar Hussain Bukhari, Muhammad Raiz, Nasir Rasool, Amna Akalid, Uzma Sattar & Hafiza Sumaira Manzoor (2013) This study assessed Cadmium, Cobalt, Lead, Copper, and Chromium levels in 30 talcum powder brands using Atomic Absorption Spectroscopy (AAS). Concentrations, measured in parts per million (ppm) after acid digestion, indicated all metals within safe limits. Nevertheless, excess amounts could pose risks. The ATSDR and EPA compiled a list of top 20 hazardous substances to address environmental concerns.

Davendralingam Sinniah (2011) IARC classifies talc with asbestiform fibers as carcinogenic, but evidence is insufficient for talc without such fibers. Inhalation of talc can lead to pulmonary issues. China used rice-based cosmetic powder since 500 BC. Public awareness is crucial for talcum powder risks, especially for vulnerable groups. A 1992 EPA study found 5% of talc used in cosmetics, highlighting potential health concerns.

Rohit Kumar Bijauliya, Shashi Alok, Mayank kumar, Dilip kumar Chanchal and Shrishti Yadav (2017) Herbal medicines encompass herbs, materials, and preparations, including herbal cosmetics. Dr. Albert Kligman coined the term in 1984 for substances with both cosmetic and therapeutic benefits. In India, 70% rely on herbal remedies, emphasizing the need for quality control in herbal cosmetics for prolonged safety and efficacy. Ancient practices like lepa, alepa, and pralepa maintained beauty balance with nature's offerings.



K.SAlmurgen, S Fabdulsani, M.K Muhamad Azim, N N Ismail, K.ANaseer, Mayeen Uddin Khandaker, Sulthan J.Alsufyani, F H Alkallas, Hadeel F. Almajid, D A Bradley (2023), Baby powders with heavy metal contamination pose health and environmental risks, emphasizing the need for consistent monitoring and quality control. Among studied brands, Zwitsal led in contributing to inhaled radioactive materials (31.05%), followed by Pureen (30.13%), Carrie Junior (24.24%), and Johnson's (14.58%). An ICP-MS analysis assessed toxic heavy metal presence in these widely used baby powders in Malaysia.

Rafael Delgado a, María Virginia Fernández González a, Merieme Gzouly a, Alberto Molinero-García a, Ana Cervera-Mata a, Manuel Sánchez-Marañón a, María Herruzo b, Juan Manuel Martín-García (2020). Examined seven talcum powders from Spanish pharmacies; four met both "cosmetic" and "pharmacopoeia" standards. Microscopic study (SEM) revealed talc's favorable physical and chemical properties, making it suitable for skin use. Talc's flexibility allows it to slide and mold to the skin, while its low hardness prevents skin scratching during friction, enhancing its application.

Lovepreet Kaur, Ajeet Pal Singh, Amar Pal Singh (2021) Herbal cosmetics, rooted in ancient traditions, emphasize natural beauty by combining cosmetic elements with herbal substances. In India, 70% choose herbal cosmetics for healthcare and daily use, prioritizing accessibility and minimal side effects over chemicals. Globally, cosmetics are crucial for enhancing facial appearance, with herbal options favored for their natural benefits and fewer side effects.

OBJECTIVE

The objective of this article analyzing past and future export data of the face talcum powder could provide insights into trends, market growth, and potential opportunities or challenges for exporters within the face talcum powder industry.

NEED OF THE STUDY

The need of the study is to bring awareness about the talcum powder which is branded on market i.e., based on a chemical mixed talcum powder and to create preference of consumer towards herbal talcum powder and also make the upcoming generation to switch on herbal products.

METHODOLOGY

The secondary data were collected about the export of the talcum powder and it predicts the future trend of the market so the herbal face talcum will have the chances to capture the future talcum market.

SOURCE OF DATA

SECONDARY DATA

The secondary data was collected through the connect2 India website. Past ten years data was collected and analyzed the future trend and predict the future market of the talcum.

STATISTICAL TOOL

Data collected was analyzed using statistical tool is trend analysis.

EXPORT OF TALCUM POWDER

Table 1

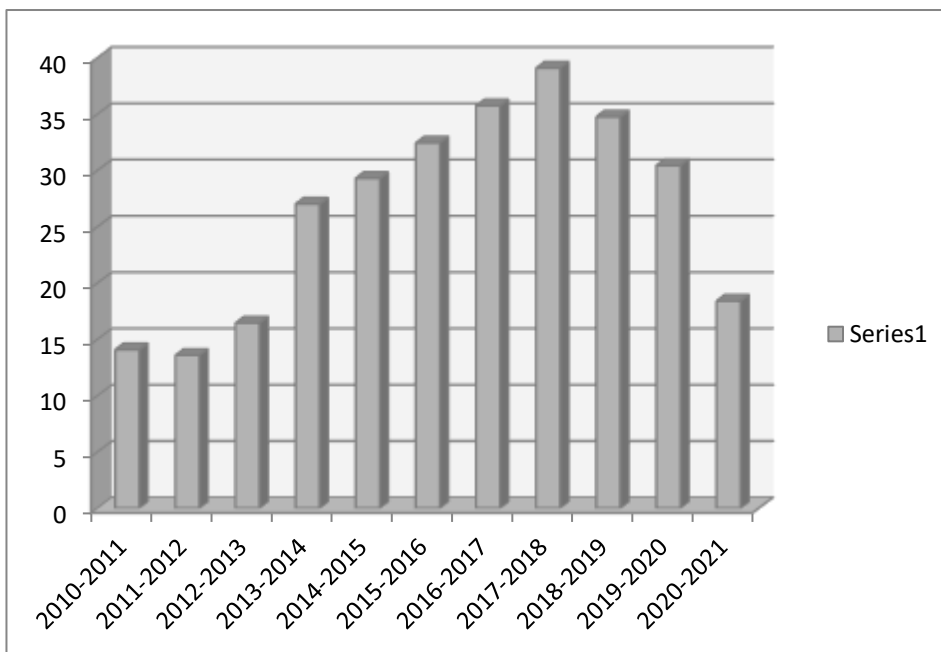
YEAR	VALUES IN USD	PERCENTAGE %
2010-2011	14.08	4.83
2011-2012	13.59	4.66
2012-2013	16.45	5.65
2013-2014	27.03	9.28
2014-2015	29.31	10.06
2015-2016	32.45	11.14
2016-2017	35.76	12.27
2017-2018	39.1	13.42
2018-2019	34.76	11.93
2019-2020	30.45	10.45
2020-2021	18.41	6.32
TOATAL	291.399	100



The above table 1 gives the export data of the talcum powder and it is traded globally, and the export data indicates that around 115 countries and territories actively import it from India. The total value of these exports amounts to 18.41 USD million. For exporters interested in selling talc powder, Connect2India provides a comprehensive guide on how to export it from India. The data includes analysis and resources related to talc powder exports.

The top five countries that import talc powder from Indian exporters are highlighted, contributing to a total export value of 7.23 USD million, which represents 39.27% of the overall talc powder exports.

To help Indian exporters target specific regions, the export analysis of talc powder is presented in a map format. This visual representation assists exporters in identifying their preferred export destinations.



EXPORT DATA CHART

PROJECTION TABLE

Table 2

YEARS	VAUE(USD)	X	XY	X2
2010-2011	14.08	-5	-70.4	25
2011-2012	13.59	-4	-54.36	16
2012-2013	16.45	-3	-49.35	9
2013-2014	27.03	-2	-54.06	4
2014-2015	29.31	-1	-29.31	1
2015-2016	32.45	0	0	0
2016-2017	35.76	1	35.76	1
2017-2018	39.1	2	78.2	4
2018-2019	34.76	3	104.28	9
2019-2020	30.45	4	121.8	16
2020-2021	18.41	5	92.05	25
TOTAL	291.399	0	174.61	110



FUTURE PROJECTION TABLE

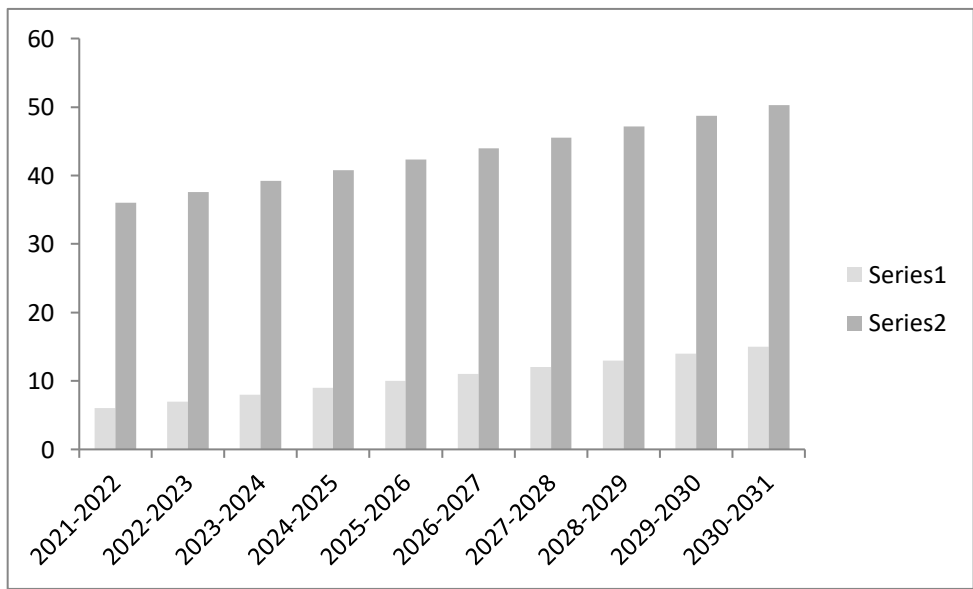
Table 3

YEAR	X	YC
2021-2022	6	36.01
2022-2023	7	37.60
2023-2024	8	39.18
2024-2025	9	40.77
2025-2026	10	42.36
2026-2027	11	43.95
2027-2028	12	45.53
2028-2029	13	47.12
2029-2030	14	48.71
2030-2031	15	50.30

The above table 3 shows that the growth of talcum powder was increased in 2017-2018. After that the pandemic arises the growth of talcum powder was slightly decreased.

But in the future prediction after the pandemic period, in the upcoming years the growth of talcum powder is going to increase in a voluminous way .the prediction is going in a possible way that the inauguration of herbal cosmetic in the world. After the covid period everyone turns up to the organic and herbal products, that in turn brings the growth of herbal talcum powder among the consumers and people.

PROJECTION CHART



CONCLUSION

This study analyzed the export data of the face talcum powder for past 10 years and also predicts the future export trend for the talcum powder. Comparing to the last years the future market of the talcum powder will increase year by year. This study suggests that the talcum market will attain boom, so that you can also introduce the natural herbal face talcum powder it will capture the future talcum market. Innovative product formulation, enhance quality standards, and strategic market expansion could pave the way for sustained growth in the talcum powder export industry.



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