

# **The Growth of the Middle Class and the Change in Cosmetic Consumption in India after the Introduction of Open Policy Economy**

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This study focuses on the Indian economic growth and the variation of commodities, especially cosmetics. After Gulf war, the remittance abroad reduced, so India suffered from a shortage of foreign currencies. Indian government set up the open policy economy and welcomed foreign investments in 1991.

After that, the worldwide companies regard India as the giant market. Both inter and international cosmetic companies target Indian market. The consumers have many choices in cosmetics, as a result they prefer industrial cosmetics to natural cosmetics. On the other hand, the natural ingredients cosmetics are revalued and more popular in advanced countries. Indian consumers have experienced both industrial cosmetics and natural cosmetics. Their next choice would be the unique example to know the future of cosmetic culture.