

Indian brands win 34% of body lotion sales on Amazon India. On Amazon in the UAE and Saudi Arabia, they win under 2%.

BODY LOTION · 9 MARKETS, 7 PLATFORMS · READ 2026-10-01

We read the body lotion shelf in India, the UAE, Saudi Arabia and five South-East Asian markets on one day. We used Amazon in three countries, plus Flipkart, Nykaa, Blinkit, Watsons in six countries, and Sociolla. This report shows who sells, at what price, and what is inside the bottle.

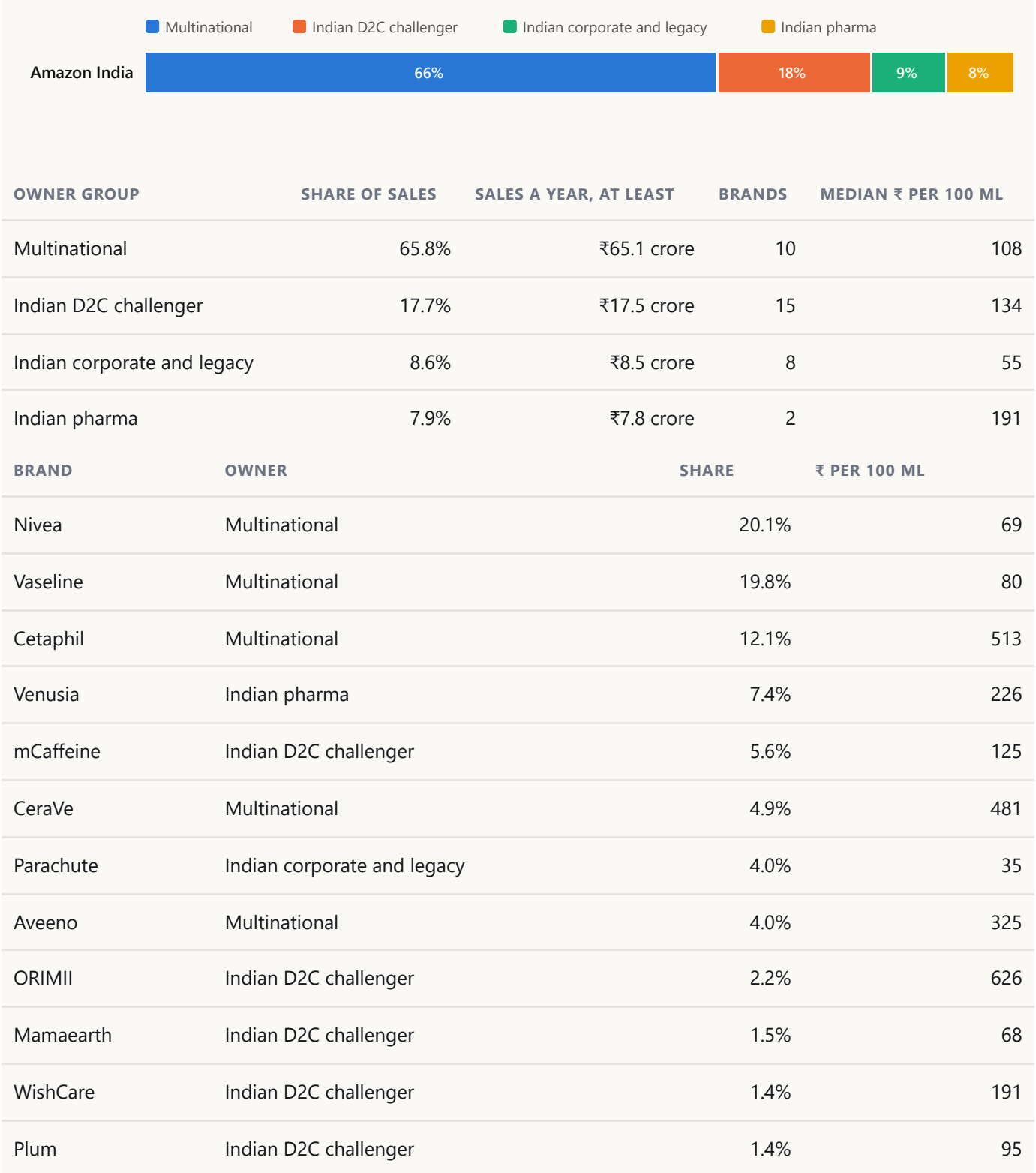
Read this first. Only Amazon shows how many units a product sold. So only Amazon gives us money. Every money figure is a floor: what buyers paid on Amazon for the products we read, not a company's revenue. We never convert currencies and never add markets together. **We read this during a festive sale.** 26% of Flipkart products carried a "Big Billion Days" price that day.

1 · THE SHORT VERSION

- Body lotion on Amazon India sells at least **₹98.9 crore a year**. Two brands, Nivea and Vaseline, take 40% of it.
- Indian D2C brands take **17.7%**, or ₹17.5 crore. All Indian-owned brands together take 34.2%.
- On Amazon UAE, Indian-owned brands take **1.6%**. On Amazon Saudi Arabia, **1.7%**.
- The largest Indian-owned body lotion in Saudi Arabia is Enchanteur. Wipro owns it. It is made in Malaysia.
- In the three weeks before winter, Blinkit cut 158 of 198 body lotion prices it changed.
- In South-East Asia, body lotion is built to brighten skin. A third to almost half of it contains niacinamide.

2 · INDIA: WHO TAKES THE MONEY

Amazon India sells at least ₹98.9 crore of body lotion a year, about 209,600 units a month. The top three brands take 52% of it.

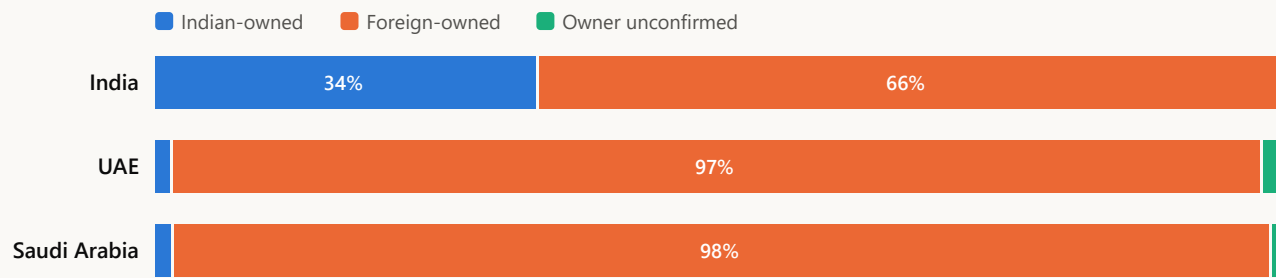


Indian D2C brands charge a little more than the multinationals: ₹134 per 100 ml against ₹108. That is 1.24 times. In the Gulf the gap is far wider (section 3).

83% of the money goes to body lotion made in India, by Amazon’s own country-of-origin field. Nivea and Vaseline make theirs here too.

3 · THE GULF: INDIAN BRANDS ARE LISTED, BUT THEY DO NOT SELL

The UAE and Saudi Arabia have millions of Indian residents. Many Indian brands already list on Amazon there. We expected them to sell. They almost do not.



	AMAZON UAE	AMAZON SAUDI ARABIA
Body lotion sales a year, at least	AED 8.32 million	SAR 13.50 million
Indian-owned brands	1.6%	1.7%
Top three brands	47%	79%
Indian D2C price per 100 ml, against the multinationals	2.0×	3.6×

These Indian brands are on both sites: Chemist at Play, Dabur, Dr. Sheth's, Enchanteur, Himalaya, Minimalist, Parachute, The Derma Co, WishCare, Yardley, mCaffeine. Together they sell very little. In the UAE, an Indian D2C body lotion costs 2.0 times the multinational price per 100 ml. In Saudi Arabia it costs 3.6 times. At home the gap is only 1.24 times.

The largest Indian-owned body lotion in Saudi Arabia is Enchanteur, at 1.5% of sales. Wipro owns it through Wipro Unza, which it bought in 2007. It is made in Malaysia. So the most successful Indian body lotion in the Gulf is not an Indian product at all.

We do not know why Indian brands sell so little there. The price gap is one difference we can see. Reviews, delivery, and being found in search are others we did not measure. We report what the shelf shows, not the cause.

4 · INDIA ACROSS FOUR PLATFORMS

11 brands sell body lotion on Amazon, Flipkart, Nykaa and Blinkit at the same time: Be Bodywise, Chemist at Play, Himalaya, Joy, Mamaearth, Nivea, Parachute, Pond's, Vaseline, WishCare, mCaffeine.

Only Amazon shows units, so we compare the other platforms by who is there, never by share of sales.

Blinkit moved before the cold arrived. We read the same six dark stores on 11 September and again on 1 October. Body lotion listings went from 381 to 549. 32 products were new. Of the 198 prices that changed, 158 went down. Across all 198 changes, the median was 11% down.

DARK STORE	11 SEP	1 OCT	PRODUCT
Connaught Place	₹227	₹128	Biotique Winter Cherry Rejuvenating Body Lotion
Powai	₹187	₹108	Biotique Winter Cherry Rejuvenating Body Lotion
Koramangala	₹164	₹99	Biotique Creamy Coconut Deep Nourish Body Lotion
Powai	₹164	₹99	Biotique Creamy Coconut Deep Nourish Body Lotion
Banjara Hills	₹164	₹99	Biotique Creamy Coconut Deep Nourish Body Lotion

A festive sale was running on 1 October. So we cannot say how much of this is the season and how much is the sale. The direction is clear either way.

5 · SOUTH-EAST ASIA: WHAT IS INSIDE THE BOTTLE

Watsons publishes the full ingredient list for its products. That lets us see what body lotion is made of in each market, not only what the label claims.

SHARE OF BODY LOTIONS THAT CONTAIN	MALAYSIA	PHILIPPINES	SINGAPORE	THAILAND	VIETNAM
Niacinamide	48%	47%	38%	41%	35%
Glutathione	15%	12%	10%	21%	6%
UV filter	42%	44%	30%	36%	36%
Ceramide	22%	7%	26%	19%	0%
Hyaluronic acid	35%	18%	22%	33%	10%
Petrolatum	17%	18%	35%	32%	14%

South-East Asian body lotion is built to brighten. Niacinamide is in a third to almost half of it. Many lotions also carry sunscreen filters. On Watsons, 23% to 52% of product names promise brighter or whiter skin. On the four Indian platforms, 13% to 18% do.

Indian-owned brands on these shelves: Enchanteur, Himalaya. That is all. An Indian brand that wants to sell here meets a shelf built around a claim that Indian body lotions make far less often.

An ingredient being present does not tell you how much is in the bottle. Watsons is one retailer in each market, not the whole market. Indonesia publishes no ingredient lists, so it is not in this table.

6 · WHAT WE EXPECTED, AND WHAT WE GOT WRONG

We wrote down five predictions before we read the shelf. Writing them down first stops us from telling a story after the fact.

WE SAID	WE FOUND
Multinationals take 50 to 65% of Amazon India	65.8% Wrong
Indian D2C takes 15 to 25%	17.7% Right
The top three brands take over 45%	51.9% Right
D2C costs at least 1.5 times the multinationals per 100 ml	1.24 times Wrong
Vaseline is the largest brand	Nivea 20.1%, Vaseline 19.8% Wrong

7 · HOW WE READ IT

Amazon in all three countries: the same four searches, three pages each: body lotion, body moisturiser, body butter, and body lotion for dry skin. For the top 80 products in each country we opened the product page to confirm the brand and the country of origin.

Watsons and Sociolla: each platform's own body lotion category, read in full. Nykaa: the first ten pages of its own body lotion category, most popular first. Flipkart: the same four searches. Blinkit: the same six dark stores as our 11 September read.

A product counts as body lotion when its name says so, or when the platform files it as body lotion. Baby lotion, sunscreen, body wash, hand cream and face products are left out. Body lotion with SPF stays in.

We look up who owns each brand and record the source. If we cannot confirm an owner, we say so. We never guess.

The top 80 products cover 91% of the sales we can see on Amazon India, 99% in the UAE and 100% in Saudi Arabia.

8 · WHAT THIS REPORT CANNOT TELL YOU

- **Total market size.** We see Amazon. We do not see shops, pharmacies or other sites.
- **A normal week.** This was read during a festive sale.
- **Revenue.** Our figures are what buyers paid, before returns, fees and discounts paid by the brand.

- **Share of sales outside Amazon.** Flipkart, Nykaa, Blinkit, Watsons and Sociolla do not show units.
- **Cause.** We show what sells. We do not know why.
- **Comparisons across currencies.** We never convert money between countries.

We read shelves like this one by category, by platform and by country, and we read them again to show what moved. If you sell body care in India or abroad, **book a discovery call at www.impuls8.com/enterprise.**

impuls8 · read 2026-10-01 · 9 markets, 7 platforms, 3,341 product listings · every figure is generated from the read and checked by a second script.