

Hair oil on Amazon India sells at least ₹153.3 crore a year. On coconut oil the old houses take 82%. On rosemary oil they take 11%.

HAIR OIL · AMAZON INDIA · READ 2026-10-25

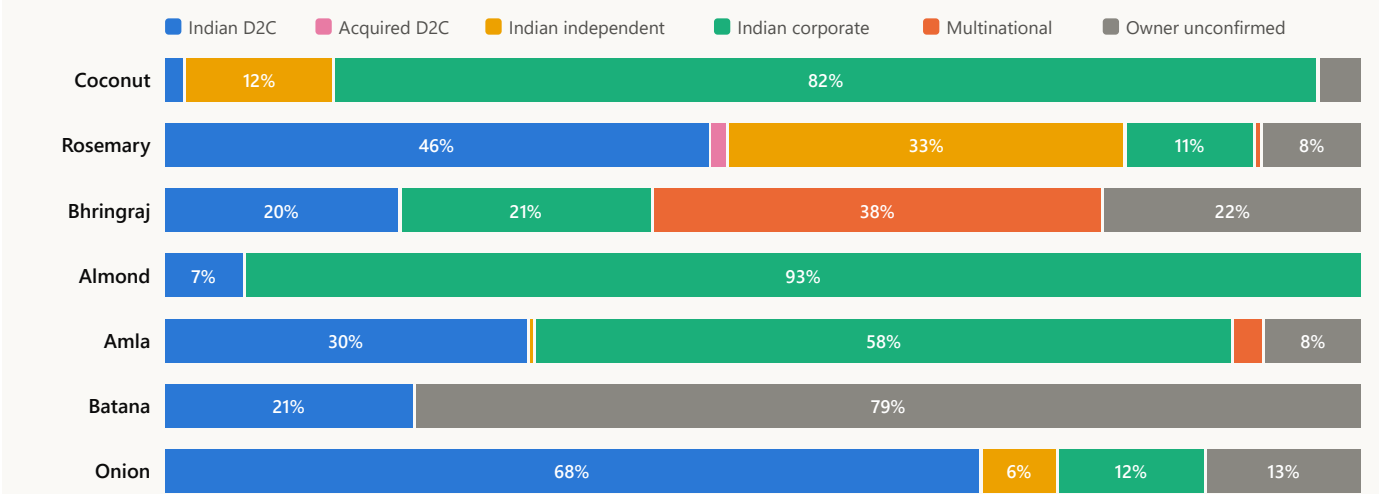
Hair oil holds two kinds of buyer on one shelf. Coconut, almond and amla oil are bought on habit, from brands that have sold them for decades. Rosemary and onion oil are bought on a promise of growth, by people who read before they buy. We read every product Amazon India shows for six hair oil searches, 658 listings, and opened every one that shows sales.

The measure. Sales on Amazon India: the “bought in past month” figure at its lower bound, times the product-page price, times twelve. Read on 2026-10-25, during Amazon’s festive sale and before Diwali.

1 · THE SHORT VERSION

- The shelf sells at least **₹153.3 crore a year**, about 427,850 bottles a month.
- **Parachute takes 23.5%** on its own, ₹36.0 crore. Marico, its owner, takes 25.0% with its other brands.
- **Coconut, almond and amla oil** are 40.3% of the money. Indian corporate houses take 81.9% of it; Indian D2C brands 5.2%.
- **Rosemary, onion and batana oil** are 28.1%. There the corporate houses take 10.0%; D2C brands take 44.8% and older private Indian makers 29.1%.
- A rosemary oil costs **₹313 per 100 ml** at the median; a coconut oil ₹58.
- **Indian D2C brands take 20.6%** of the whole shelf, up to 31.4% if every brand whose owner is not confirmed is D2C.

2 · HABIT AGAINST RESEARCH



Who takes the money, by the ingredient the title names first

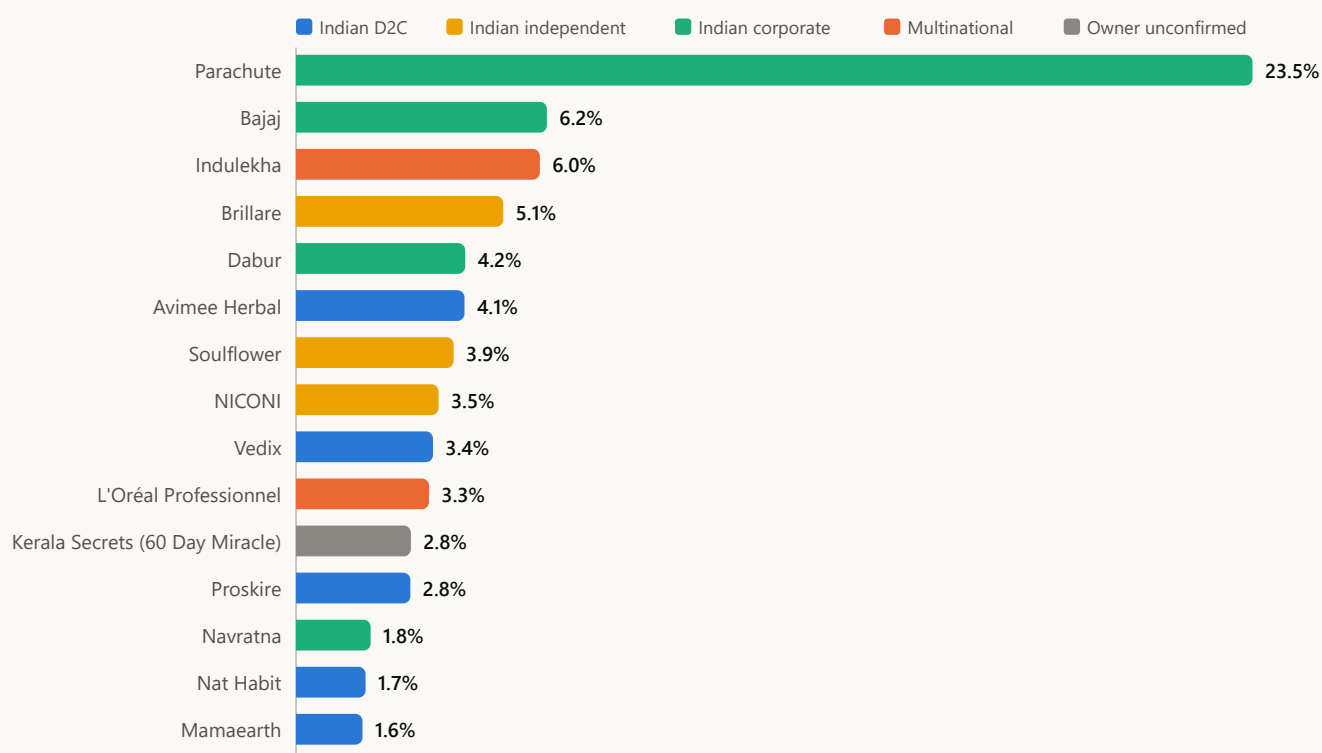
INGREDIENT	SHARE OF THE SHELF	SALES A YEAR, AT LEAST	INDIAN CORPORATE	INDIAN D2C	INDIAN INDEPENDENT	MULTINATIONAL	MEDIAN ₹ PER 100 ML
Coconut	29.6%	₹45.3 crore	82.0%	1.8%	12.5%	0.0%	₹58
Rosemary	24.4%	₹37.4 crore	10.8%	45.6%	33.1%	0.6%	₹313
Bhringraj	17.3%	₹26.5 crore	21.0%	19.7%	0.0%	37.6%	₹175
Other or herbal blend	11.4%	₹17.5 crore	31.7%	8.5%	6.1%	40.6%	₹191
Almond	7.1%	₹10.8 crore	93.3%	6.7%	0.0%	0.0%	₹114
Amla	3.6%	₹5.6 crore	58.2%	30.5%	0.5%	2.6%	₹160
Castor	2.9%	₹4.5 crore	41.6%	51.4%	0.0%	0.0%	₹114
Batana	2.3%	₹3.5 crore	0.0%	20.9%	0.0%	0.0%	₹732
Onion	1.5%	₹2.2 crore	12.3%	68.2%	6.4%	0.0%	₹180

NICONI's herbal oil lists coconut first among its ingredients, so it counts as coconut; it is most of the Indian independent share in that row.

Coconut oil is the largest ingredient at 29.6%, and the corporate houses own it. Rosemary is second at 24.4%, and it is the reverse: the largest rosemary sellers are Brillare (Indian independent), Avimee Herbal (Indian D2C), Soulflower (Indian independent), Proskire (Indian D2C). Bhringraj, the ayurvedic herb, sits between: HUL's Indulekha leads it.

The searches tell the same story. Listings found only by the coconut and amla searches sell ₹5.6 crore a year, and Indian D2C takes 7.6% of it. Listings found only by the growth, onion and rosemary searches sell ₹27.8 crore, and D2C takes 19.6%. The research side does not go to D2C alone: older private makers take 15.8% and multinationals 34.4%, almost all of it HUL's Indulekha growth oil.

3 · THE BRANDS



BRAND	OWNER	LISTINGS THAT SELL	MEDIAN PRICE	MEDIAN ₹ PER 100 ML	SHARE	SALES A YEAR, AT LEAST
Parachute	Indian corporate	34	₹174	₹53	23.5%	₹36.0 crore
Bajaj	Indian corporate	7	₹140	₹41	6.2%	₹9.4 crore
Indulekha	Multinational	3	₹312	₹282	6.0%	₹9.2 crore
Brillare	Indian independent	6	₹240	-	5.1%	₹7.8 crore
Dabur	Indian corporate	12	₹186	₹52	4.2%	₹6.4 crore
Avimee Herbal	Indian D2C	7	₹298	₹293	4.1%	₹6.3 crore
Soulflower	Indian independent	10	₹320	₹858	3.9%	₹5.9 crore
NICONI	Indian independent	1	₹1,491	₹746	3.5%	₹5.4 crore
Vedix	Indian D2C	2	₹450	₹312	3.4%	₹5.2 crore
L'Oréal Professionnel	Multinational	1	₹1,390	₹1,544	3.3%	₹5.0 crore
Kerala Secrets (60 Day Miracle)	Owner unconfirmed	1	₹450	₹375	2.8%	₹4.3 crore
Proskire	Indian D2C	1	₹398	₹398	2.8%	₹4.3 crore
Navratna	Indian corporate	2	₹267	₹67	1.8%	₹2.8 crore
Nat Habit	Indian D2C	8	₹283	₹272	1.7%	₹2.6 crore
Mamaearth	Indian D2C	6	₹234	₹140	1.6%	₹2.5 crore

Indian D2C
Acquired D2C
Indian independent
Indian corporate
Multinational
Owner unconfirmed



COMPANY	OWNER GROUP	BRANDS ON THIS SHELF	SHARE
Marico	Indian corporate	Beardo, Hair & Care, Nihar, Parachute, Plix	25.0%
Bajaj	Indian corporate	Bajaj	6.2%
HUL	Multinational	Clear, Indulekha	6.0%
Brillare Science	Indian independent	Brillare	5.1%
Dabur	Indian corporate	Dabur	4.2%
Avimee Herbal	Indian D2C	Avimee Herbal	4.1%
Soulflower	Indian independent	Soulflower	3.9%
Sun Chem (India)	Indian independent	NICONI	3.5%

The top three brands take 35.6%. 86.5% of Parachute's money on this shelf is plain and enriched coconut oil. Three older private Indian makers sit in the top ten on rosemary and herbal oils: Brillare (Ahmedabad, 2010, part-owned by Emami), Soulflower (Mumbai, 2001) and NICONI (Sun Chem, Mumbai, 1985).

4 · THE PRICE

OWNER GROUP	MEDIAN ₹ PER 100 ML	MEDIAN PACK PRICE	LISTINGS
Indian D2C	₹273	₹298	55
D2C, now owned by a larger company	₹349	₹324	4
Indian independent	₹486	₹299	18
Indian corporate	₹60	₹194	95
Multinational	₹321	₹523	15
Owner unconfirmed	₹255	₹279	95

Per 100 ml, a D2C hair oil costs 4.5 times a corporate one at the median: ₹273 against ₹60. The pack price gap is smaller, because D2C sells 100 and 200 ml bottles and the corporate houses sell 300 ml to a litre.

5 · NEXT TO THE SHELF

The hair oil searches also sell two things Amazon does not file as hair oil. **Coconut oil filed as cooking oil** sells ₹52.1 crore a year to the same searches, across 59 listings; the largest is

Parachute’s 600 ml bottle. **Hair growth serums and rosemary sprays** sell ₹88.7 crore, led by L’Oréal Paris’s Extraordinary Oil serum and WishCare’s growth serum. Neither is counted in the shelf above.

COOKING-OIL COCONUT OIL, BRAND	SHARE	SALES A YEAR, AT LEAST
Parachute	18.7%	₹9.8 crore
Max Care	18.5%	₹9.6 crore
Tata Simply Better	13.0%	₹6.8 crore
Kapiva	9.8%	₹5.1 crore
Dabur	9.3%	₹4.9 crore
KLF Nirmal	7.3%	₹3.8 crore

6 · WHAT SHARE OF EACH COMPANY’S SALES THIS IS

Each company’s sales on this shelf, beside what it reports for its whole business.

COMPANY	REPORTED REVENUE	ON THIS SHELF	SHARE OF REVENUE
Bajaj Consumer Care (FY26)	₹1,165 crore	₹9.4 crore	0.8%
Marico (FY26)	₹13,611 crore	₹38.3 crore	0.3%
Soulflower (FY25)	₹64 crore	₹5.9 crore	9.3%

For the corporate houses, Amazon hair oil is under one percent of the business: they sell through kirana shops and modern trade. For Soulflower it is near a tenth.

Bajaj Consumer Care: Consolidated revenue from operations FY2025-26, Rs 1,164.7 crore (results, Apr 2026). Marico: Consolidated revenue from operations FY2025-26, Rs 13,611 crore (results, May 2026). Soulflower: Revenue FY2024-25, about Rs 63.9 crore, a third-party estimate (Confetti brand audit), not a filing.

7 · WHAT WE PREDICTED

We wrote down 8 predictions before we read the shelf. 5 of 8 held.

WE SAID	WE FOUND	
The shelf sells ₹150 to ₹400 crore a year	₹153.3 crore	Right
Indian corporate houses take over 45%	44.2%	Wrong
Indian D2C brands take under 25%	20.6% (up to 31.4%)	Right
D2C takes under 10% of what the coconut and amla searches alone find, and over 35% of what the growth, onion and rosemary searches alone find	7.6% and 19.6%	Wrong
Parachute is the largest brand	Parachute, 23.5%	Right
The top three brands take over 35%	35.6%	Right
Multinationals take under 10%	11.4%	Wrong
D2C costs more than twice as much per 100 ml as the corporate houses	₹273 against ₹60	Right

8 · METHOD

Amazon India, six searches, three pages each: hair oil, hair oil for hair growth, onion hair oil, rosemary hair oil, coconut oil for hair and amla hair oil. We counted only Amazon's own search results and opened the product page of every listing that shows a sales figure.

The shelf is what Amazon files as hair oil: Beauty, Hair Care, Hair Oils; Baby, Hair Oil; and Ayurvedic Hair Care. Amazon also files some oils under Hair Regrowth Treatments, beside serums and sprays; there we count only the listings that call themselves a hair oil.

AMAZON CATEGORY	LISTINGS THAT SELL	SALES A YEAR, AT LEAST	
Beauty › Hair Care › Hair Oils	273	₹145.4 crore	On the shelf
Beauty › Hair Care › Hair Loss Products › Hair Regrowth Treatments	7	₹5.2 crore	On the shelf
Baby › Baby Care › Hair Care › Hair Oil	3	₹1.6 crore	On the shelf
Health & Personal Care › Health Care › Alternative Medicine › Ayurveda › Ayurvedic Hair Care	1	₹1.1 crore	On the shelf
Beauty › Hair Care › Hair Loss Products › Hair Regrowth Treatments	14	₹51.9 crore	Left out

Grocery & Gourmet Foods › Cooking & Baking Supplies › Oils & Ghee › Oils › Coconut	57	₹49.5 crore	Left out
Beauty › Hair Care › Styling › Hair Serums	5	₹29.1 crore	Left out
Beauty › Hair Care › Styling › Hair Sprays & Mists	6	₹7.6 crore	Left out
Beauty › Hair Care › Shampoo & Conditioner › Shampoos	3	₹5.9 crore	Left out
Baby › Baby Care › Skin Care › Oils	6	₹4.4 crore	Left out
Grocery & Gourmet Foods › Cooking & Baking Supplies › Oils & Ghee › Oils › Olive	1	₹2.5 crore	Left out
Health & Personal Care › Personal Care › Shaving, Waxing & Beard Care › Post-Treatments › Beard Conditioners & Oils	2	₹1.2 crore	Left out
Beauty › Hair Care › Hair Care sets	1	₹0.7 crore	Left out
Beauty › Bath & Body › Body Washes › Body Oils	2	₹0.6 crore	Left out
Health & Personal Care › Health Care › Alternative Medicine › Aromatherapy › Carrier & Essential Oils	4	₹0.4 crore	Left out
(none)	2	₹0.3 crore	Left out

Categories under ₹0.3 crore a year are not listed. Hair Regrowth Treatments appears twice: the oils in it are on the shelf, the serums and sprays are not.

A listing's ingredient is the first one its title names, so a coconut oil enriched with rosemary is a rosemary oil only if rosemary comes first. Sales are Amazon's "bought in past month" figure at its lowest value, times the price on the product page, times twelve. Where a store sells another company's product, the product's brand counts. Every brand's owner is researched by hand. A D2C brand that a larger company has bought is shown on its own line.

We read shelves like this one by category, by platform and by city, and read them again to show what moved. If you are building in hair care, **book a discovery call at www.impuls8.com/enterprise**.