

## BEHIND THE GLAMOUR: A SAP-LAP FRAMEWORK-BASED CASE STUDY ON SUSTAINABLE PRACTICES IN ORGANIC (NATURAL) AND FUNCTIONAL (COSMECEUTICAL) COSMETIC MARKETS

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Miss. Vaishnavi Dwivedi\*  
Dr. Rajeev Shukla\*\*

### ABSTRACT

*The Global Cosmetic Market of India is witnessing a significant surge in place of Conventional Cosmetic, Organic & Functional Cosmetic occurred because of increasing awareness and Sustainability concerns among the Consumers. This Study employs the SAP-LAP (Situation-Actor-Process-Learning-Action-Performance) Framework to evaluate the Organic & Functional Cosmetic Market & arrive at a comparative analysis of both of them. The Research used the Case Study approach to evaluate the Key Players, Regulation Sourcing, and Production, Marketing of the Cosmetic Market. The analysis reveals that while Organic Cosmetic emphasizes Natural & Eco Friendly Packaging, functional Cosmetic focus on scientific formulation with selective adding of Sustainable Method. Through SAP-LAP the Study uncovers the Growth, Actors, Process, Limitation, and Material & Critical Point of both the Market. The findings will help to understand how sustainability is operationalized in both the Market & provide insight to stakeholders who aim to balance the performance with Ethical Responsibility.*

**KEYWORDS:** Organic Cosmetic, Functional Cosmetic, SAP-LAP framework, Sustainable Practices.

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### Introduction

#### Cosmetic Market

The global cosmetic market has witnessed remarkable growth over the years, with maximum growth in the Asia-Pacific region, with a 40% share and valued at US \$295.95 billion in 2023, and has the expected valuation of US \$445.98 billion in 2023 with a CAGR increase of 6.1%. Skincare is one of the dominant segments in the market, with a 40% share, later followed by makeup and hair care, which are creating the highest growth in the present scenario. The key reason for this growth is D2C through in-store & online availability. According to Park and Lin (2020), consumer performance in the global cosmetic market is evolving toward sustainability with a notable increase in demand for natural and organic products. Technological innovation, like the use of AI in personalized recommendations for skincare, augmented reality to generate real life exposure, product testing, and moving towards online retail, has the ability to transform the industry. Nguyen et al. (2021) emphasize the role of digital transformation in reshaping brand-consumer engagement, particularly through AR and AI technologies in the cosmetic retail sector.

The Indian cosmetic market is experiencing a rapid expansion over the years, reaching US \$8.1 billion in 2023 and expected to reach US \$18.4 billion in 2030 with a CAGR increase of 3.2%. The key reason behind these expansions is increasing personal awareness, growing participation of women in the

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\* Research Scholar, Department of Commerce, University of Lucknow, Lucknow, UP, India.

\*\* HOD & Professor, Department of Commerce, Hindu Vidyant PG College, Lucknow, UP, India.

workforce, and growing digitalization, which shows a surge in Internet penetration. The key companies that are part of this growth are Hindustan Unilever, Procter & Gamble, L'Oreal India, Minimalist, etc., which reshape the consumer preference into Ayurvedic, Vegan-free, and dermatologically tested products. Singh and Kapoor (2022) observed that Indian consumers are increasingly inclined toward herbal and Ayurvedic beauty products, reflecting a strong preference for traditional knowledge merged with modern science. The market is also witnessing an e-commerce boom with platforms like Nykaa, Myntra, and Tira; the presence of products in the supermarket; and also the in-store availability within the brands websites & stores. Bansal and Bharti (2023) found that the rise of digital marketing and influencer-driven sales has played a crucial role in the popularity of indie beauty brands, especially during and post-COVID-19, when online purchasing patterns surged.

### **Organic Cosmetic Market**

Organic Cosmetic Market focus on ingredients derived from the nature such as herbs, fruits, essential oil with an emphasis on Natural & Eco Friendly Products. The Global Green Cosmetic Market was valued at US \$20.27 billion in 2024 with an expected rise of US \$35.96 billion in 2030 with a CAGR increase of 7.5%. The key contributors for the Green Cosmetic Growth is rising health awareness, growing working middle class women & growing awareness of Sustainable Practices. According to Park & Lin (2020), Consumer trust in Green Cosmetic is largely shaped by third party certification & visible sustainability commitments. Consumer now demand full ingredients transparency because brands like Biotique which is the oldest one established in 1996 but does not offer full Ingredients so many of these rely on the certification like ECOCERT, USDA Organic. Nguyen. et.al. (2021), further emphasize the integration of block chain and AI in tracking product life cycles, which enhances transparency in supply chains and strengthens brand credibility.

While talking about India's Natural Cosmetic Market which is shifting their Consumer preference towards Green, Organic, Eco friendly products focusing on Sustainability, purity & Minimalism. The Green Cosmetic Market in India is valued at US \$83.65 million in 2025 and shows increasing trend with total valuation of US \$124.73 million in 2029 with a CAGR increase of 10.51%. Singh & Kapoor (2022), who assert that Indian consumers perceive such products Organic) as safer and more aligned with personal health and wellness. Key trends include herbal face pack, Organic Serum, clean sun cream, Eco-friendly packaging, ethical manufacturing, chemically free & locally sourced. The Major awareness and adoption were shown in Gen Z (18-25 years) & Millennial (29-44 years). Bansal & Bharti (2023), highlight how D2C platforms and influencer marketing have accelerated awareness and adoption, especially among millennial and Gen Z urban dwellers.

### **Functional Cosmetic Market**

The Functional Cosmetic Market is a growing segment within the Cosmetic Industry that comprises product which is not just for the beautification but focus on delivering specific, measurable, skin, hair or dental benefits which include retinol, peptides, vitamin c & acid helps to improve the skin texture & hydration. Globally, the functional cosmetic market is valued at US \$26.66 billion in 2023 and forecasted to be at US \$66.34 billion till 2030 with a CAGR increase of 6.8%. According to Ahn et al. (2021) Functional Cosmetic Market appeal to educated urban consumer who seeks science based solutions rather than traditional cosmetics. The Global Functional Cosmetic Market has a segment breakdown by application Skin care leads with 59% share and Hair care is the fastest growing segment within this. The key requirements or driver responsible is the need of Multi Functionality, Clean & Natural trend, use of AI for personalization & sensor, Digital & Ecommerce boom & rising need of anti-aging & wellness related cosmetics. According to Lee & Yoon (2022), further note that the integration of personalized dermatology through AI based skin analysis has added a new layer of functional to Global beauty tech trend.

India's functional Cosmetic Market is still emerging but experiencing a remarkable growth and transition because of rising middle class and millennial consumers, awareness about skin health & well-being, Influencers from social media, blogs, Promotion through clean beauty & sustainable packaging. Bhattacharya & Joshi (2022), argue that Indian consumers are increasingly looking for products that combine clinical credibility with safety and affordability. The key segment within the functional cosmetic market is skincare with benefits, Hair care with functionality, Lip care with the properties & sun cream with skin repair ingredients. Furthermore Chatterjee & Menon (2023) emphasize the importance of digital dermatology, where teleconsultations and AI-powered skin scans influence consumer choices in functional skincare.

### Objectives of Study

- Examine the current situation of sustainability efforts in both the Segmented Market.
- Identify the roles and strategies of key actors (brands, consumers, regulators) etc.
- Understand the processes and practices influencing sustainability outcomes.
- Evaluate the overall performance impact of these practices in achieving environmental, social, and economic sustainability goals within the cosmetic industry.

### Literature Review

#### Organic/Green Cosmetic Market

The green cosmetics industry is experiencing significant growth due to growing health consciousness, growing awareness about sustainable practices, and a strong consumer shift toward products made from natural, organic, and non-toxic ingredients Grand View Research, (2021). This movement reflects a transformation from conventional cosmetics toward a more environmentally responsible and socially conscious industry Jain & Jain, (2020).

Green cosmetics typically use ingredients derived from renewable plant sources, avoid hazardous chemicals, and employ eco-friendly packaging Mamaearth, (2024). This resonates with millennial and health-conscious consumers who view cosmetics as an extension of their lifestyle and values Plum Goodness, (2024). Furthermore, companies employing sustainable practices are experiencing greater loyalty and consumer satisfaction, which directly contributes to their financial performance Biotique, (2024).

Studies show a growing number of consumers prefer cosmetics that align with their moral beliefs, placing emphasis on fairness, sustainable sourcing, biodegradable packaging, and zero waste The Body Shop, (2024). This growing awareness signals a strong opportunity for companies to differentiate their products in a competitive market Forest Essentials, (2024) Additionally, many green cosmetics companies pursue certifications from recognized bodies (such as ECOCERT, PETA, GMP) to assure their credibility SoulTree, (2024). This helps foster loyalty, credibility, and a strong image in a market increasingly influenced by conscious consumerism. Overall, the green cosmetics industry stands at the intersection of growing consumer awareness, strong financial incentives, and a strong moral imperative for companies to produce sustainable products Jain & Jain, (2020).

Pathak and Sharma, (2022) also found a strong link between green cosmetics' growing popularity and consumers' growing suspicion toward synthetic ingredients, noting a strong rise in the demand for products labeled "organic", "cruelty-free", and "vegan". Verma, (2021), in her comparative study of green cosmetics companies in India, revealed that companies employing sustainable sourcing, biodegradable packaging, and fairness in labor practices enjoy greater loyalty from millennial and Gen Z consumers. Furthermore, Verma (2021) highlights that companies employing strong digital marketing campaigns alongside education initiatives outperform their competitors in retaining and growing their customer base.

Additionally, Singh and Kaur (2022) found a strong influence of social media and influencer marketing in promoting green cosmetics in the Indian market.

Overall, the growing body of literature underscores a strong opportunity for companies to differentiate their products by employing green practices — from sustainable sourcing to eco-friendly packaging — while strengthening loyalty, credibility, and financial performance Dhillon (2021). Kim and Lee (2021), in their empirical study on green cosmetics in South Korea, found a strong correlation between green product attributes (such as natural ingredients, recyclable packaging, and a clear eco-certification) and consumer satisfaction and loyalty. This loyalty, in turn, resulted in a higher likelihood of repeated purchases and greater word-of-mouth promotions. Nguyen, Lee, and Kim (2021) investigated consumer perceptions and attitudes toward green cosmetics across different age groups. The study revealed that millennial and Generation Z are more conscious about green practices and more prone to choosing sustainable products — reflecting their growing concern for climate change and the health of future generations. Li and Wang (2020) researched green cosmetics' role in enhancing firms' competitive advantage. According to their study, companies that successfully align their product innovations with growing environmental awareness not only differentiate their products but also foster greater loyalty and trust among their customer base.

### Functional (Cosmeceuticals) Cosmetic Market

Functional cosmetics, distinct from decorative or purely aesthetic products, deliver specific skin or hair health benefits, such as anti-aging, anti-acne, UV protection, skin-brightening, or hydration Kim & Cho, (2017). In the Indian market, functional cosmetics are positioned between pharmaceuticals (cosmeceuticals) and traditional cosmetics, offering consumers measurable skin or hair improvement outcomes Sahni & Gupta, (2020). Studies highlight a rising preference for functional cosmetics among Indian millennial and Gen Z consumers, driven by health consciousness and social media influence KPMG,(2021).Chopra *et al.* (2022)found that Indian consumers increasingly seek multi-functional products that combine skin protection, repair, and aesthetic enhancement.

Gupta & Nair (2021) emphasized the growing trust in science-backed, dermatologically tested brands, such as Olay, Derma Co., and Minimalist, over purely natural or organic claims. *Deloitte India* (2021) reported that functional cosmetic brands have captured over 10% of the urban skincare market, with players like Lakme and Pond's leveraging brand trust, while newer entrants like Minimalist and Derma Co. differentiate through ingredient transparency and dermatological validation. Sen & Roy (2020)pointed out that direct-to-consumer brands (D2C) have successfully disrupted this segment by offering customized, ingredient-centric formulations appealing to digitally-savvy consumers. Existing literature Sharma & Bansal, (2019) suggests a clear divide in consumer perception between functional (science-driven) and green (natural/organic) cosmetics. Functional cosmetic users prioritize visible results and clinical claims, while green cosmetic users value purity, environmental sustainability, and natural origin.

This distinction is crucial in India where Ayurvedic and herbal segments dominate rural markets, while functional cosmetics increasingly appeal to urban and semi-urban populations EY India, (2020). Srivastava & Singh (2020)noted that while demand for functional cosmetics grows, regulatory clarity in India remains limited, with products often falling in a grey zone between cosmetics and therapeutic claims. Transparency in formulation, sourcing, and scientific backing resonates strongly with today's consumers Gupta & Nair, (2021). Brands that openly communicate their ingredients' benefits and mechanisms of action enjoy greater loyalty and credibility. Functional cosmetics frequently incorporate powerful ingredients — vitamin C, retinol, salicylic acid, peptides, and ceramides — reflecting growing consumer awareness about skin biology Sahni & Gupta, (2020). Furthermore, innovations in delivery mechanisms (such as encapsulation) enable greater stability and absorption of these ingredients Kim & Cho, (2017).

### SAP-LAP Framework

The SAP-LAP framework is a holistic approach, qualitative and strategic analysis tools used to understand the complex managerial and organizational problems used to identify the different business scenarios by systematically analyzing six dimensions **Situation** which shows the current context, environmental and the key challenges. **Actor** defines the player in the market. They can be key stakeholders, brands, consumer, and policy makers. **Process** which analyze Packaging innovation, Marketing, distribution and their interplay with **learning** which identify common innovation, sustainable sourcing & collaborative policy framing. **Action** which is based on above steps where we have to develop clear guidelines, proposed actions or strategies and then at last **Performance** where we analyze the collective performance that is combined market growth, consumer loyalty etc.

Summarized Literature review on the use of SAP-LAP framework on Organic & Functional Cosmetic Market are:

Study	Context	Key Findings
Kumar & Sinha (2021)	Sustainable branding in Indian herbal cosmetics	Found alignment in consumer values and green branding
Mehta et al. (2020)	Functional skincare firms in South Korea	Showed AI-based dermatology tools improves product personalization and sustainability
Sharma & Rajput (2022)	D2C brands in Indian green beauty market	Found that influencer-driven education influenced green product visibility
Patel & Varma (2023)	Comparative study between organic and cosmeceutical brands	Functional brands focused more on efficacy, while organic brand on ethical sourcing

## Research Design

This study adopts a Qualitative Case Study Methodology underpinned by SAP-LAP framework. The approach used is exploratory and comparative in nature by comparing the Organic & Functional Cosmetic Market and contrast is on the Sustainable practices used by both the Markets.

## Case Study & Framework Selection

This study adopts a Macro level approach selecting the entire Organic (Natural) and Functional (Cosmoceuticals) Cosmetic Market as two comparative units. Selecting the whole segment reflect the market orientation, Players, Policy makers, philosophy & approaches to sustainability. Organic Market emphasizes natural, eco-friendly plant based approach whereas functional cosmetic designed for skin treatment & corrective purposes. The Study does not limit itself to a specific firm but draws insight from several players operating in both the cosmetic markets. The study includes the data from industry reports, market survey & scholarly literature. No Selection enables a more generalized understanding of sustainable practices.

This study also employs the SAP-LAP (Situation, Actors, Process, Learning, and Application & Performance) as a strategic tool to analyze sustainability practices used by Organic & Functional Cosmetic Market. This Framework is employed as the core analytical model for the Case Study Analysis.

## Case Study Analysis

### Organic Cosmetic Market- SAP-LAP Overview

- **Situation:** The Green Cosmetic Market in India is witnessing a significant growth as it is increasing at a CAGR of 10.51% due to increased awareness of chemical free living, rising health consciousness, rising concerns about toxic ingredients, animal cruelty & skin sensitivity etc. Growing preference is also due to sustainable packaging, use of natural ingredients, herbal formulation, plant based solution. Current Expansion is also seen in tier II and tier III cities because of D2C & internet exposure. Some of the challenges in the market are Green washing, high prices, lack of certification & limited R&D and innovation.
- **Actors:** The key actors in the Organic Cosmetic Market includes-

Company	Key Products
Forest Essentials	Ayurvedic skincare, facial cleansers, oils, ubtans
Mamaearth	Natural face washes, baby care, hair oils, face masks
Biotique	Herbal shampoos, fruit-based face packs, body scrubs
Khadi Naturals	Ayurvedic soaps, herbal hair oils, natural cleansers
Just Herbs	Ayurvedic skincare kits, serums, natural lipsticks
SoulTree	Organic kajal, natural sunscreens, herbal cleansers

Source- Author

Consumers include the Health conscious millennial, working women, upper middle class, and eco-conscious millennial. The Government & Regulating bodies are Ayush Ministry, FSSAI, BIS. Brand voluntary pursue certification from ECOCERT, PETA (Vegan Free), CDSCO. Retailers or Distributors include some of the ecommerce platforms like Nykaa, Amazon, Organic Stores and Salons etc.

- **Processes:** Key processes includes the Product formulation which include use of Healthy & Organic Ingredients and biotechnology logical innovation. Sourcing of ingredients is done through Organic Farms. Packaging of the Product is done by the use of Biodegradable, ecofriendly, recyclable & reusable material includes proper infiltration & marketing by Influencer promotion, social media campaigns, loyalty programs etc.
- **Learning:** Through these processes key learning gained that Consumers are increasingly demanding value transparency, they are able to differentiate the products and trust those brands which provide key description about the products which are genuinely sustainable & certified. The growing power of digital marketing influences the purchase decision of the consumer. Influencer marketing & online reviews play a crucial role & Companies realized that Green credibility drives the brand loyalty.
- **Action:** Based on these insights companies have taken focused action such as combining traditional knowledge with scientific innovation, reduce usage of plastic & move towards recyclable, developed campaign's to educate consumers, expanding into niche categories,

improving digital storytelling, enable a Omni channel experience, develop relationship with multi brand stores, align supply chains with the fair trade practices, Partnership with the farmers for the ethical sourcing.

- **Performance:** These actions have translated into notable performance outcome that revenue growth rate is accelerated as it is coming in healthy double digit, startups like Mamaearth achieved a unicorn status, improved brand reputation, industry growing at a CAGR +10.31% shows a strong indication of sustained. Brands which employs sustainable practices outperforms in consumer loyalty & strong financial performance.

#### Functional Cosmetic Market- SAP-LAP Overview

- **Situation:** Functional Cosmetic Market infused the product with active ingredients and is packed up by scientific formulation which enables the companies to move up the value chain adding additional health benefits with traditional beautification experiencing a dramatic upward orientation in the Indian Cosmetic Market. Growing Market falls between the beautification & pharmaceuticals. The evolving situation is driven by rising consumer awareness and health conscious growing middle class, anti-aging & acne treatment, growing popularity of active ingredients like vitamin c, salicylic acid backed by scientific formulation are increasingly preferred by millennial and Gen Z.
- **Actors:** Several factors plays pivotal role in Functional Market includes multinational companies

Company	Key Products
Minimalist	Serums with actives (AHA, BHA, Retinol), Niacinamide, Vitamin C
Derma Co.	Actives for acne, pigmentation, aging; dermat-tested skincare
HUL	Pond's Age Miracle, Lakmé 9to5 VitC+, Vaseline Derma Care
P&G	Olay Regenerist, Olay Retinol24, Head & Shoulders Clinical
L'Oréal	Revitalift, Glycolic Bright, Dermo Expertise, CeraVe

Source- Author

Some are the established brands like Lakme, Olay, Ponds & some are emerging D2C brands like Derma Co., Nykaa, and WOW, Minimalist with innovative & strong formulation. The major consumers are millennial, Gen Z, predominantly women in metro & tier II cities. E-Commerce platforms like Nykaa, flipkart, amazon & dermatologist clinics. Market is regulated by CDSCO; BIS & Drugs & Cosmetic Act (1940) governs the manufacturing & packaging of cosmetic products.

- **Processes:** The key processes in this market comprises of as Brand identify the concern for skin and developed a formulation backed by scientific ingredients like vitamin c, retinol etc. There is strict compliance and industry standard that is BIS & CDSCO to assure safety. Multichannel approach is used for the distribution purpose to reach wide range of consumers. Various programs are performed by the brands for the Promotion and Marketing like Influencer Collaboration, educational campaign, social media promotion & the loyalty programs.
- **Learning:** Through the situation, Actor, Processes the market has got significant learning that Functional Cosmetic stands at a critical intersection between the healthcare & cosmetics market. Highly Informed Visibly demanded and supported by scientific evidence. Current policy framework of Drugs & Cosmetic Act, 1940 lacks clear guidelines regarding the difference between functional cosmetic and drugs which carry misinformation to the consumers and at the last create uncertainty in the consumer to trust the brands. The market has gained that transparency in formulation, strong digital education campaign helps to establish credibility and foster loyalty in the consumers.
- **Actions:** In response to these insights, brands have taken targeted actions by collaborating with the regulators (CDSCO, BIS)and industry Association (ASSOCHAM & CII) to create specific guidelines for Functional Cosmetic Market. Create and improve R&D by boosting funding & developing effective & clinically tested Ingredients. Strengthen digital presence to connect with the millennial and Gen Z. Enhance transparency and education campaign so that consumers make well informed choices. Create strong partnership with influencers to aid in building, credibility and loyalty.
- **Performance:** Functional cosmetic market collectively account for 5-10% of total cosmetic market with annual growth rate of 20% brands like minimalist and the Derma Co. have gained

credibility. Functional Cosmetics is enjoying higher loyalty score due to their visible skin care benefit. Customer's satisfaction, score and growing social media reviews, highlight a strong position in the market. Repeat customer rate is 60% or greater. Talking about overall market impact as Functional cosmetic contributed significantly to the growth of Cosmetic industry.

**SAP-LAP Comparative Framework Table: Organic vs Functional Cosmetic Markets in India**

SAP-LAP	Organic (Natural) Cosmetics	Functional (Cosmeceutical) Cosmetics
<b>S – Situation</b>	Rising demand for chemical-free, eco-friendly, plant & Ayurveda-based skincare driven by sustainability and health safety.	Rapid Growth and Transformation, Growing consumer awareness, lifestyle disorder, Offering both beautification and skin health benefit.
<b>A – Actor</b>	Ayurvedic and Eco-freindly brands (e.g., Biotique, Plum, Mamaearth), eco-conscious consumers, CDSCO, government bodies-Ayush & FSSAI, Ecommerce platform	Cosmeceutical brands (e.g., Minimalist, The Derma Co.), dermatologically tested,urban tech-savvy consumers. Government Body-Drug & Cosmetic Act
<b>P – Process</b>	Herbal Ingredients. Biotechnology innovation, biodegradable packaging, Influencer Promotion, Online Consumers, Sustainable Sourcing	Functional Formation backed by scientific ingredients( retinol, salicyclic acid), Quality control- CDSCO, Influencer collaboration, Multi-channel Approach
<b>L – Learning</b>	Consumers wants transparency, sustainability, fairness and ethical branding; combining tradition with innovation, authenticity and certifications.	Health care, biotechnology, scientific backing, Proper certification, Tailored Policies, Review data, Education about Product, Loyalty Programs.
<b>A – Action</b>	Improve product formulation, Enhance Sustainable packaging, Boost awareness, collaboration with stores & Digitalization	Improve Regulation, Boost research & innovation, Customer communication, Enhance Digital Presence, Network.
<b>P – Performance</b>	Growing consumer loyalty, Strong repeat purchase, Digital Reach, Social Media Presence, Investor funding, Sustained Growth.	Increased Growth Rate, Higher loyalty sores, repeat purchase, consumer satisfaction, Overall market impact, Innovation.

Source-Author

## Discussions

The Cosmetic Market of India is growing through a significant change evolving with the changing consumer preferences, choices, technological advancement, demand of natural products and growing health consciousness. With this advancement, two segment- Organic (natural) Cosmetic and Functional (cosmeceuticals) Cosmetics are emerging or standing out as a powerful force, each segment with unique players, regulatory bodies, challenges and opportunities.

The organic cosmetic market of India is witnessing a huge transformation as consumers demand for natural, eco-friendly plant based chemical free and eco packaged product. However, the market struggles with the issues such as proper regulating body, lack of transparency in information, Limited innovation and prize sensitivity. In contrast, the functional cosmetic market is a high growth, innovation driven segment which include science backed, clinical formulation to offer the targeted solution. The entry of new brand like minimalist, the derma Co. and presence of global players like HUL, P&G, and L'Oreal have increased the competition. Consumers are well informed decision maker of this market. Maximum market are captured by millennial and Gen Z yet they fails to carry clean image about the Company. Consumer faces difficulty to differentiate drug from cosmetic, Drug and Cosmetic act fails to provide clear regulation, Limited information about the brand, affordability of premium products are the key barriers which are founded in the market.

Despite these differences, both markets are similar in some of the categories i.e. consumer trust, ingredient transparency, personalized experience & digital exposure.

### Cross Sector Recommendations

- Both markets are borrowing elements from each other- Functional market are integrating natural materials and organic market is focusing on visible result.
- Proper training should be provided to Influencers regarding the product.
- Both Sectors must adopt Sustainable practice as a norm not as a Marketing tool.
- All brands should disclose complete list of ingredients and highlight sources and safety profile.
- Both markets is in need of Omni channel Exposure.
- Need to educate consumers regarding the certification- Organic (ECOCERT) & functional (Dermatologically/clinically tested).

### Conclusion

In conclusion, this study explored sustainable practices in the functional and organic cosmetic markets using the SAP-LAP framework. The findings reveal key gaps in implementation despite stated commitments to sustainability. By offering a comparative insight, the research contributes to a better understanding of corporate strategies in this sector. Future research should consider consumer perception and regulatory enforcement to deepen the analysis.

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