

YVES ROCHER EXPANDS INTO INDIA THROUGH A PARTNERSHIP WITH NYKAA

Issy-les-Moulineaux - December 11, 2025 - Yves Rocher, part of the Groupe Rocher and No.1 beauty brand in France⁽¹⁾, announces the signing of a strategic partnership with Nykaa, India's largest beauty and lifestyle company, serves over 49 million customers across its online platforms and 265 physical stores nationwide. This alliance marks a pivotal step in the brand's expansion strategy in Asia and comes at a time when the Indian beauty market is experiencing strong growth, particularly in the natural cosmetics segment.

As part of this partnership, Yves Rocher will be launched in June 2026 across the Nykaa ecosystem, including its app, website, and physical stores located in the country's major cities. Both companies will work together to progressively introduce the brand's dermo-botanical offering, prioritizing haircare and skincare ranges, representing around one hundred product references. Among them, Glow Energie, the latest innovation designed to meet the radiance expectations of 25-35-year-olds, will play a central role. This plan is backed by a strengthened visibility strategy designed to accelerate Yves Rocher's growth in the Indian market and anchor the brand as a leading nationwide player in natural cosmetics.

Bridging science and nature: Yves Rocher's dermo-botanical expertise meets Indian demand for natural beauty

The Indian beauty and personal care market is valued at nearly €21 billion, expected to go to €39 billion by FY 2030⁽²⁾. It is one of the fastest growing markets globally, driven by a young and urban population whose expectations regarding transparency, naturalness, and formula efficacy are rising. The natural and organic cosmetics segment is expected to grow at an annual rate of 12.40% through 2030, compared with 10.9% for conventional cosmetics⁽³⁾.

In this context, Yves Rocher's dermo-botanical expertise - which combines plant science and skin knowledge within an integrated "from plant to skin" model, unique in the cosmetics industry - offers the brand a highly relevant and differentiating positioning for the brand to resonate with Indian consumers:

- **Full control of the value chain**, from plant cultivation to manufacturing, with nearly 95% produced in France
- **A high level of naturally derived ingredients**, with formulations averaging 88%
- **A proven efficacy**, demonstrated through rigorous evaluation protocols conducted in the Groupe Rocher's proprietary laboratories, bringing together more than 200 experts (botanists, biochemists, toxicologists and formulators)

Asia at the core of Yves Rocher's growth strategy

Asia represents a major leverage point in Groupe Rocher's growth strategy, as the group seeks to accelerate the deployment of its brands within this key market, which accounts for 40% of the global cosmetics industry. Starting in 2026, the Yves Rocher brand will strengthen its digital presence by leveraging platforms like TikTok Shop (in Thailand, Indonesia, and the Philippines) and major regional marketplaces (Shopee, Lazada, and Coupang).

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Asia accounts for 40% of the global cosmetics market. This partnership with Nykaa represents a key milestone in our international growth strategy. We are confident that our integrated model and scientific expertise are differentiating assets, enabling us to meet the expectations of Asian consumers seeking natural and effective beauty solutions.

said Jean-David Schwartz, Chief Executive Officer of the Groupe Rocher





We are very proud to partner with such a powerful and dynamic player as Nykaa to showcase our dermo-botanical expertise in India, one of the world's most dynamic beauty markets. We are convinced that our commitments to naturality, efficacy, and transparency are strong differentiating levers to meet the growing expectations of Indian consumers seeking more natural beauty.

added Guillaume Darrousez, CEO of Yves Rocher



Yves Rocher is one of the most anticipated beauty brands to enter India, bringing decades of French dermo-botanical expertise to a market that is rapidly evolving. Yves Rocher combines the best of nature with science to deliver sustainable yet highly efficacious products, and this is something we at Nykaa believe will be valued by discerning Indian shoppers in the coming years. It is an honor to partner with Guillaume Darrousez and Yves Rocher to bring the best of French cosmetics to India.

said Anchit Nayar, Executive Director and CEO of Nykaa Beauty



This initiative falls within Groupe Rocher's €100 million, four-year strategic investment plan, which aims to significantly accelerate the global expansion of its portfolio of cosmetics brands.

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About the Groupe Rocher:

Founded in 1959 in La Gacilly (Brittany), the Groupe Rocher is a leading French player in natural beauty & wellness. A family-owned company, the group develops four complementary brands – Yves Rocher, Sabon, Arbonne and Dr Pierre Ricaud – and employs nearly 13,000 people worldwide. With a unique integrated model “from plant to skin,” the group controls its entire value chain, from plant cultivation to distribution, with 95% of its production carried out in France. The Groupe Rocher achieved revenue of €2.2 billion in 2024.

www.groupe-rocher.com

About Yves Rocher:

For 65 years, the Yves Rocher Brand, creator of Botanical Beauty and No.1 in beauty in France⁽¹⁾, has been exploring the genius of plants to design natural, effective, and committed cosmetics, built upon unique dermo-botanical expertise. From the plant to the skin, the brand follows an integrated model, spanning from the cultivation of botanical actives to their transformation into high-performance formulas and the distribution of products. Rooted in France, in the Brittany region, Yves Rocher is part of a family-owned group and remains true to its commitments to biodiversity and the reduction of its environmental footprint. Through act beautiful, its commitment program, the brand implements concrete actions for a more sustainable and accessible natural beauty. Present in over 90 countries and embraced by more than 20 million customers, Yves Rocher shines light on French scientific innovation and botanical expertise across the world.

www.yves-rocher.fr

About Nykaa:

Nykaa's vision is to bring inspiration and joy to people everywhere, every day. Born from a desire to make beauty a mainstream choice, the Nykaa journey began in 2012 as a digital-first, consumer-tech beauty company. Falguni Nayar's entrepreneurial leap with Nykaa tapped into an underserved beauty retail market, disrupting the ecosystem and putting India in the global spotlight. Today, Nykaa has expanded its offerings to include fashion and B2B, launching platforms such as Nykaa Fashion, Nykaa Man, and Nykaa Superstore. Nykaa has also expanded into the Middle East through its omnichannel beauty offering 'Nysaa'.

Over the years, Nykaa has steadily captured the hearts of consumers, serving almost 49 million customers (as of 30 September 2025) through its online platforms and 265 offline beauty destinations (as of 30 September 2025), while building loyal communities through engaging and educative content. House of Nykaa - Nykaa continues to build its house of brands with a sharp focus on innovation and consumer delight.

Nykaa Cosmetics, Dot & Key, Kay Beauty, Nykaa Collections, Nykaa Wanderlust, Nykaa Perfumery, Earth Rhythm alongside celebrated fashion labels such as Nykd by Nykaa, KICA, 20 Dresses, RSVP, and Gajra Gang, have become household names, consistently delivering inspiration and high-performing products to consumers. Nykaa's unwavering commitment to authenticity and customer-centricity has cemented its position as the retailer of choice for international brands looking to enter the Indian market. With Nykaa's Global Store, a gateway to some of the world's most coveted brands, the company harnesses its powerful supply chain and marketing expertise to create a flawless shopping experience. Trusted by renowned global names like Charlotte Tilbury, Elf Cosmetics, Urban Decay, Foot Locker, Revolve, and Cider, Nykaa has empowered these iconic brands to connect with Indian consumers and make a lasting impact in the market.

Nykaa has been recognized with prestigious accolades, including a place in the TIME100 Most Influential Companies List and the Isidoro Alvarez Lifetime Achievement Medal at the World Retail Congress in Barcelona. Falguni Nayar, Founder and CEO, has also won personal honours such as EY Entrepreneur of the Year and Power Businesswoman by Forbes Asia.

www.nykaa.com

Visuals available [here](#)

Press contacts:

Groupe Rocher - raphael.abensour@backbone.consulting +33 6 58 96 29 30

Yves Rocher - yvesrocher@mtrchk.com +33 6 03 08 92 44

Nykaa - pr@nykaa.com

(1) Kantar Worldpanel. Total Buyers. Year 2024. No.1 in Beauty and Personal Care in value