

## Leeford builds science-led skincare presence with Alite

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### Taps into fast growing quick commerce & plans expansion into modern trade



Punjab-based Leeford Healthcare is targeting the fast-growing health and personal care segment with its science-based skincare line of products with its Alite brand of skincare, as it looks to cater to a growing need in India for affordable, ingredient-based acne care solutions.

India's skincare market is on the rise and the anti-acne category is a key driver of it. Estimates for India's anti-acne market size of ~ \$350 million in 2024 are based on increasing awareness, acne incidence for younger people, and science-based products.

Amit Gupta - Founder & Managing Director - Leeford Healthcare, said "Our experience with 75+ therapeutic segments has shown that outcomes are closely linked to consistency. In skincare, we saw an opportunity to bring a similar approach—creating solutions that consumers can use comfortably over time, rather than short-term fixes."

A trend in the skincare industry is that ingredients are being recognised and consumers are looking at formulation transparency and performance. Alite's formulations are composed of Niacinamide PC, which is known for skin repair and tolerance, DSBC (Silanediol Salicylate), which is a new derivative to treat acne "& repair acneic skin" with hydration.

These ingredients represent the transition from one to multi-purpose to next-generation formulations that can also improve skin compatibility, which is still underpenetrated in the mid-priced range.

Skincare is part of Leeford's larger strategy to build a diversified consumer healthcare portfolio. With a presence across 75+ therapeutic segments & distribution network of over 1 million retail touchpoints, the company is well-positioned to scale consumer brands, particularly in Tier 2 and Tier 3 markets, where demand for affordable and quality skincare is growing rapidly.

According to industry data, over 60% of skincare consumption growth is now coming from non-metro markets, so distribution strength is a key competitive advantage.

The company is expanding Alite's presence in General trade (pharmacies & retail outlets), Modern trade, E-commerce and quick commerce platforms. India's online beauty and personal care market will also grow rapidly, with 20-25% CAGR (expected).