

# Indian Baby Care Market to 2013

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## Abstracts

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With rising income level and changing consumer behavior, the Indian baby care market has been witnessing rapid transformation. At present, the market is in the nascent stage of development and it will emerge as one of the world's fastest growing baby care markets. Moreover, large population base in 0-4 years and parents increasing preference to spend more on baby products will drive the market to new horizons in near future.

In coming years, product innovation and development will be the key focus area for most of the companies operating in the Indian baby care products market. It is expected that most of the existing and new entrants will try to create niche for themselves by focusing on individual product segment. Apart from penetrating deep into urban market, rural market will also provide growth opportunities to companies.

A recent research report "Indian Baby Care Market to 2013" by RNCOS contains comprehensive research and rational analysis on various segments of Indian baby care market, including skin care, massage oil and diapers. It also discusses the current performance and future trend of the market. The report comprises information on various product segments and their future scope to enable clients to align their investment strategies according to the market dynamics.

The future projections are made after analyzing current market scenario, past trends and ongoing developments in the market. The forecast given in the report is not based on a complex economic model but is intended as a rough guide to the direction in which the market is likely to move.

## **Industry Forecast till 2013**

Total size of baby care market

Massage oil market

Diapers market

Skin care market

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