

India Maternity and Baby Care Industry Outlook to 2018 - Hybrid Expansion of Retail and Online Channels to Lead Future Growth

<https://marketpublishers.com/r/IF42EE568EEEN.html>

Date: December 2013

Pages: 120

Price: US\$ 900.00 (Single User License)

ID: IF42EE568EEEN

Abstracts

The report titled “India Maternity and Baby Care Industry Outlook to 2018 – Hybrid Expansion of Retail and Online Channels to Lead Future Growth” presents a comprehensive analysis of the industry covering aspects including market size of maternity and baby care products market by revenue and market segmentation by product categories in each industry. The report also entails a detailed description on the recent trends and developments in the baby care and maternity products market in and competitive scenario of major players in the industry along with providing market share of major companies in each segment of baby care market.

India is considered to be one of the desirable destinations for retail businesses across the world, making it a lucrative market for business in untapped markets such that of maternity and baby care products. The Indian maternity and baby care products market has been witnessing tremendous growth in the last few years in comparison to the other emerging markets across the world. The maternity products industry in India grew from INR ~ million in 2008 to INR ~ million in 2013, recording a CAGR of 16.0% from 2008-2013. Cherish maternity wear; Morph Maternity and Zeme were the first few entrants in the industry. Maternity apparel is one of the fastest growing segments of the industry, making a contribution of nearly ~% in 2013, followed by pillows and cushions, books and CD', contributing nearly ~% and ~% in the market.

The unorganized sector was the dominant segment in maternity products market, holding ~% share in 2009 which grew to ~% share in 2012. EBO's held the highest share of ~% in the market revenue in 2012 followed by MBOs such as sales through shopper's stop and lifestyle which held nearly ~% share in overall market revenue in 2012. Online sales captured a share of ~ in maternity products market in India in 2012.

The maternity products market in India is largely concentrated amongst the giant retail stores, Mom & Me and Mothercare with the former having a greater market share as compared to the latter. The market share of Mom & Me on the basis of retail store presence in maternity products market in India in 2012 was ~% while Mothercare captured approximately ~% share in the market in terms of retail stores.

The baby care products industry in India has experienced exceptional growth in the recent years making India a lucrative market for such products amongst the other emerging nations. Until now, the market was considered to be a niche industry from an Indian perspective but now is ready for the transmogrification into a high potential and satiated industry. The market for baby care products in India has increased from INR 34,564.8 million in 2008 to INR ~ million in 2013, registering a CAGR of 11.8% during the period. Baby Food and Skin Care are the largest segment contributors to the baby care products industry having a market share of ~% and ~% respectively in 2013. This was followed by toiletries and baby bath care products which together grew from ~% share in 2008 to ~% share in 2013. Baby hair care market, however is niche and captured a small share of ~% in baby care market in 2013. Shampoo, hair oil and conditioners accounted for ~%, ~%, ~% share in the baby hair care market revenue in 2013.

Dabur, Johnson and Johnson, Wipro and Emami are the market leaders in baby massage oil market, together holding nearly ~% market share. Hair care market for babies is majorly held by Johnson and Johnson holding a market share of ~% in 2012. In dried baby food market in the country, Nestle held a dominant share of ~% followed by Danone Nutricia with a market share of ~% in 2012. Baby bath care products market was majorly tapped by Johnson and Johnson capturing nearly ~% share in the market followed by Wipro, Emami and Himalaya with a combined share of ~% in 2012.

KEY TOPICS COVERED IN THE REPORT

Market Size of India Maternity Products Market by Revenue, 2008-2013

Market Size of India Baby Care Products Market by Revenue, 2008-2013

Market Segmentation of India Maternity Products Market by Key Product Categories (Maternity Apparels, Pillow and Cushions, Books and CDs, Ethnic Wear, Western Wear – tops, bottoms, dresses and tunics, nightwear and maternity accessories, Maternity creams, lotions, feeding accessories, support

belts), by Organizational Structure and by Distribution Channels

Market Segmentation of India Baby Care Products by Baby food, skin care (Baby massage oils, creams and moisturizers, powders), toiletries (diapers), hair care (Hair oils. Conditioners, shampoo), bath care (shower gel, body wash, bubble bath) and convenience products, 2008-2013

Market Sub Segmentation of each product category in baby care market

Trends and Developments in India Maternity and Baby Care Products Market

Market Size and Share analysis of Major players in Online Baby Care Market

Market Share of Major Players in Baby Creams and Moisturizers market, massage oils, bath care, hair care, dried baby food and infant milk formula market

Future Outlook and Projections of India Maternity and Baby Care Market, 2014-2018

Contents

1. INDIA MATERNITY AND BABY CARE PRODUCTS MARKET INTRODUCTION

New Age Maternity Benefits Provided to Women

2. INDIA MATERNITY PRODUCTS INTRODUCTION AND MARKET SIZE, 2008-2013

3. INDIA MATERNITY PRODUCTS MARKET SEGMENTATION, 2013

3.1. India Maternity Apparels Market Introduction and Size, 2008-2013

3.1.1. India Maternity Apparels Market Segmentation, 2012

3.1.1.1. By Ethnic and Western Wear, 2012

3.1.1.1.1. India Maternity Western Wear Market Segmentation, 2012

3.2. India Maternity Pillows and Cushions Introduction and Size, 2008-2013

3.3. India Maternity Books and CD's Market Introduction and Size, 2013

3.4. India Maternity Creams and Lotions, Feeding Accessories, Support Belts and Others Market Introduction and Size, 2013

3.5. By Organizational Structure, 2009 & 2012

3.6. By Distribution Channels (EBO, MBO and Online), 2012

4. INDIA ONLINE MATERNITY PRODUCTS MARKET

4.1. Introduction and Market Size, 2012

4.2. Competitive Scenario of Online Maternity Products Players in India

5. TRENDS AND DEVELOPMENT IN INDIA MATERNITY PRODUCTS MARKET

Rising Awareness and Evolving Attitude Towards Maternity Wear

Celebrity Pregnancies Drive Trends in Maternity Industry

Emerging Trend of Organic Maternity Clothing

6. SWOT ANALYSIS OF INDIA MATERNITY PRODUCTS MARKET

7. COMPETITIVE RETAIL LANDSCAPE OF MAJOR MATERNITY BRANDS IN INDIA

8. PROFILE OF MAJOR PLAYERS IN MATERNITY PRODUCTS MARKET IN INDIA

9. INDIA MATERNITY PRODUCTS MARKET FUTURE OUTLOOK AND

PROJECTIONS, 2014-2018

10. INDIA BABY CARE PRODUCTS MARKET

10.1. Introduction and Market Size, 2008-2013

11. INDIA BABY CARE PRODUCTS MARKET SEGMENTATION, 2008-2013

11.1. India Baby Food Market Introduction and Size, 2008-2013

11.1.1. India Baby Food Market Segmentation, 2008-2013

11.1.1.1. By Dried Baby Food Market, 2008-2013

11.1.1.2. By Infant Milk Formula Market, 2008-2013

11.2. India Baby Skin Care Market Introduction and Size, 2008-2013

11.2.1. India Baby Skin Care Market Segmentation, 2008-2013

11.2.1.1. By Massage Oils, 2008-2013

11.2.1.2. By Creams and Moisturizers, 2008-2013

11.2.1.3. By Powders, 2008-2013

11.3. India Baby Diaper Market Introduction and Size, 2008-2013

History of Diapers

11.4. India Baby Bath Care Market Introduction and Size, 2008-2013

11.4.1. India Baby Bath Care Market Segmentation, 2008-2013

By Soaps and Others (Shower Gel, Body Wash, Bubble Bath Wash and Others),
2008-2013

11.5. India Baby Convenience Products Market Introduction and Market Size,
2008-2013

11.5.1. India Baby Convenience Products Market Segmentation, 2012

11.6. India Baby Hair Care Market Introduction and Size, 2008-2013

11.6.1. India Baby Hair Care Market Segmentation, 2013

By Shampoo, Hair Conditioner and Hair Oil, 2013

12. INDIA ONLINE BABY CARE PRODUCTS MARKET

12.1. Introduction and Market Size, 2008-2013

12.2. India Online Baby Care Products Market Segmentation by Product Categories,
2012

12.3. Market Share of the Major Players in India Online Baby Care Products Market,
2012

13. TRENDS AND DEVELOPMENTS IN INDIA BABY CARE PRODUCTS MARKET

14. SWOT ANALYSIS OF INDIA BABY CARE PRODUCTS MARKET

15. GOVERNMENT REGULATIONS IN INDIA BABY FOOD MARKET

16. MARKET SHARE OF MAJOR PLAYERS IN INDIA BABY CARE PRODUCTS MARKET, 2012

16.1. By Skin Care, 2012

By Major Players in Baby Massage Oil Market, 2012

By Major Players in Baby Creams and Moisturizers and Powder Market, 2012

16.2. By Hair Care, 2012

16.3. By Bath Care, 2012

16.4. By Diaper Market, 2012

16.5. By Baby Food, 2012

By Major Players in Dried Baby Food Market, 2012

By Major Players in Infant Milk Formula Market, 2012

17. INDIA BABY CARE PRODUCTS MARKET FUTURE OUTLOOK AND PROJECTIONS, 2014-2018

17.1. Cause and Effect Relationship between Dependent and Independent Factors Prevailing In Baby care products market

18. COMPETITIVE LANDSCAPE OF INDIA BABY CARE PRODUCTS MARKET

18.1. By Major Players in India Baby Personal Care Products Market

18.2. By Major Players in India Baby Food Market

18.3. By Major Players in India Baby Diaper Market

19. MACROECONOMIC FACTORS OF MATERNITY AND BABY CARE PRODUCTS INDUSTRY: HISTORICAL AND PROJECTED

19.1. Personal Disposable Income in India, FY'2008-FY'2018

19.2. Urban Population in India, 2008-2018

19.3. Birth Rate in India, 2008-2018

19.4. Infant Mortality Rate (IMR) in India, 2008-2018

19.5. Population in age group 0-4 years in India, 2008-2018

20. APPENDIX

20.1. Market Definitions

20.2. Abbreviations

20.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

20.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: India Maternity Products Market Size by Revenue in INR Million, 2008-2013

Figure 2: India Maternity Products Market Segmentation by Maternity Apparels, Pillows and Cushions, Books and CD's and others on the Basis of Contribution in Percentage (%), 2013

Figure 3: India Maternity Apparels Market Size by Revenue in INR Million, 2008-2013

Figure 4: India Maternity Apparels Market Segmentation by Ethnic Wear and Western Wear on the Basis of Contribution in Percentage (%), 2012

Figure 5: India Western Wear Maternity Apparels Market Segmentation on the Basis of Contribution in Percentage (%), 2012

Figure 6: India Maternity Pillows and Cushions Market Size by Revenue in INR Million, 2008-2013

Figure 7: India Maternity Products Market Segmentation by Unorganized and Organized Sector on the Basis of Contribution in Percentage (%), 2009 & 2012

Figure 8: India Maternity Products Market Segmentation by EBO, MBO and Online on the Basis of their Revenue Contribution in Percentage (%), 2012

Figure 9: Market Share of Major Maternity Brands in India in Percentage (%), 2012

Figure 10: India Maternity Products Industry Future Projections on the Basis of Revenue in INR Million, 2014-2018

Figure 11: India Baby Care Products Industry Market Size on Basis of Revenue in Percentage (%), 2008-2013

Figure 12: India Baby Care Products Segmentation by Product Categories on the Basis of Revenue Contribution in Percentage (%), 2008-2013

Figure 13: India Baby Food Market Size on the Basis of Revenue in INR Million, 2008-2013

Figure 14: India Baby Food Products Market Segmentation by Dried Baby Food, Infant Milk Formula and Specialty Food on the Basis of Revenue Contribution in Percentage (%), 2013

Figure 15: India Dried Baby Food Market Size on the Basis of Revenue in INR Million, 2008-2013

Figure 16: India Infant Milk Formula Market Size on the Basis of Revenue in INR Million, 2008-2013

Figure 17: India Baby Skin Care Market Size on the Basis of Revenue in INR million, 2008-2013

Figure 18: India Baby Massage Oil Market Size on the Basis of Revenue in INR million, 2008-2013

Figure 19: India Baby Creams and Moisturizer Market Size on the Basis of Revenue in INR million, 2008-2013

Figure 20: India Baby Powder Market Size on the Basis of Revenue in INR Million, 2008-2013

Figure 21: India Baby Diaper Market Size on the Basis of Revenue in INR Million, 2008-2013

Figure 22: India Baby Bath Care Market Size on the Basis of Revenue in INR Million, 2008-2013

Figure 23: India Baby Bath Care Products Segmentation by Soaps and Others on the Basis of their Revenue Contribution in Percentage (%), 2008-2013

Figure 24: India Convenience Products Market Size on the Basis of Revenue in INR Million, 2008-2013

Figure 25: Baby Convenience Products Market Segmentation by Product Categories on the Basis of Contribution in Percentage (%), 2012

Figure 26: India Toys Market Segmentation by Plush Toys, Plastic Toys and Electronic Toys on the Basis of their Revenue Contribution in Percentage (%), 2012

Figure 27: India Baby Hair Care Products Market Size on the Basis of Revenue in INR Million, 2008-2013

Figure 28: India Baby Hair Care Market Segmentation by Shampoo, Hair Oil and Conditioner on the Basis of their Revenue Contribution in Percentage (%), 2013

Figure 29: India Online Baby Care Market Size on Basis of their Revenue Percentage (%) Contribution, 2008-2013

Figure 30: India Online Baby Care Products Segmentation by Product Categories on the Basis of Contribution in Percentage (%), 2012

Figure 31: Market Share of Major Players in India Online Baby Care Market on the Basis of Revenue Contribution in Percentage (%), 2012

Figure 32: Market Share of Major Players in Baby Massage Oil Market on Basis of Their Revenue Contribution in Percentage (%), 2012

Figure 33: Market Share of Major Players in Baby Creams and Moisturizer and Baby Powder Market on Basis of Their Revenue Contribution in Percentage (%), 2012

Figure 34: Market Share of Major Players in India Baby Hair Care Segment on the Basis of Revenue Contribution in Percentage (%), 2012

Figure 35: Market Share of Major Players in India Baby Bath Care Segment on the Basis of Revenue Contribution in Percentage (%), 2012

Figure 36: Market Share of Major Players in India Baby Diaper Market on the Basis of Revenue Contribution in Percentage (%), 2012

Figure 37: Market Share of Major Players in India Dried Baby Food Market on the Basis of Revenue Contribution in Percentage (%), 2012

Figure 38: Market Share of Major Players in India Infant Milk Formula Market on the

Basis of Revenue Contribution in Percentage (%), 2012

Figure 39: India Baby Care Products Market Future Projections on the Basis of Revenue in INR Million, 2014-2018

Figure 40: India PDI in INR Million, 2008-2018

Figure 41: India Urban Population in Million, 2008-2018

Figure 42: India Birth Rate (per thousand population), 2008-2018

Figure 43: India Infant Mortality Rate (per 1000 live births) , 2008-2018

Figure 44: India Population (0-4 Years old) in Million, 2008-2018

List Of Tables

LIST OF TABLES

Table 1: India Maternity Products Market Segmentation by Maternity Apparels, Pillows and Cushions, Books and CD's and others on the Basis of Revenue in INR Million, 2013

Table 2: India Maternity Apparels Market Segmentation by Ethnic Wear and Western Wear on the Basis of Revenue in INR Million, 2012

Table 3: India Western Wear Maternity Products Market Segmentation on the Basis of their Revenue in INR million, 2012

Table 4: India Maternity Products Market Segmentation by Unorganized and Organized Sector on the Basis of Revenue in INR Million, 2009 & 2012

Table 5: Competitive Landscape of Major Maternity Brands by Number of Retail Stores Present in India

Table 6: Competitive Landscape of Major Players in Maternity Products Industry in India

Table 7: India Baby Care Products Segmentation by Product Categories on the Basis of Revenue in INR Million, 2008-2013

Table 8: Major Brands in India Baby Food Market with Prices in INR, 2012

Table 9: Nutritional Comparative Performance of Baby Food

Table 10: Growth Potential of Baby Diaper Industry in Different Countries of the World

Table 11: India Baby Bath Care Products Segmentation by Soaps and Others on the Basis of their Revenue in INR Million, 2008-2013

Table 12: Baby Convenience Products Market Segmentation on the Basis of their Revenue in INR Million, 2012

Table 13: India Baby Toys Market Size on the Basis of Revenue in INR Million, 2008-2013

Table 14 : India Baby Hair Care Products Market Segmentation by Shampoo, Hair Oil and conditioners on the Basis of Revenue in INR Million, 2013

Table 15: India Online Baby Care Products Segmentation on the Basis of Contribution in Percentage (%), 2012

Table 16: Key Performance Indicators of Major Players in Online Baby Care Products Market in India

Table 17: Cause and Effect Relationship Analysis between Industry Factors and Expected Prospects of India Baby Care Products Market

Table 18: Competitive Landscape of Major Players in India Baby Personal Care Market

Table 19: Competitive Landscape of Major Players in the India Baby Food Market

Table 20: Competitive Landscape of Major Players in India Baby Diaper Market

Table 21: Population Distribution by Income Class in Percentage, 2005, 2015 and 2025

Table 22: Population of Age Group 0-4 Years across States of India, 2011

Table 23: Correlation Matrix of the India Baby Bath Care Products Market

Table 24: Regression Coefficients Output of the India Baby Bath Care Products Market

I would like to order

Product name: India Maternity and Baby Care Industry Outlook to 2018 - Hybrid Expansion of Retail and Online Channels to Lead Future Growth

Product link: <https://marketpublishers.com/r/IF42EE568EEEN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IF42EE568EEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

