

India Toiletries and Household Cleansing Market Outlook to 2019 - Aggressive Marketing Strategies and Growing Hygiene Awareness to Propel Growth

<https://marketpublishers.com/r/IFAC615B515EN.html>

Date: September 2014

Pages: 142

Price: US\$ 1,100.00 (Single User License)

ID: IFAC615B515EN

Abstracts

The report titled “India Toiletries and Household Cleansing Market Outlook to 2019 – Aggressive Marketing Strategies and Growing Hygiene Awareness to Propel Growth” provides a comprehensive analysis of the market size of the toiletries and household cleansing industry in India, market segmentation on the basis of product type (dish washers, toilet cleaners, floor cleaners and liquid soaps). The report also entails the market share and company profiles of the major players in the organized segment of toiletries and household cleansing products. An analysis of the future of toiletries and household cleansing market in India is provided on the basis of revenue of the market over next five years.

The household care market of India is a burgeoning industry which comprises of products used for the upkeep of houses for day-to-day use. The rapid urbanization of the Indian population along with rising awareness pertaining to home hygiene has led to the growth of the demand for homecare products. The household care has been in general perceived as chore which has been transitioning rapidly, impelled by consumers’ desire to be ‘house- proud. This has resulted in the creation of a marketplace of easy-to-use, convenient and multipurpose products. However, the industry is characterized by low penetration rates and is presently in development phase, with the presence of only limited number of players, thus making it an oligopolistic organized market.

The rise in personal disposable income along with the changing lifestyles of the rural and urban population and the rising awareness pertaining to maintenance of hygienic conditions at home have contributed towards promoting the sales of toiletries and household cleansing products in India. The toiletries and household cleansing market is

expected to grow at a CAGR of 17.42% from FY'2014-FY'2019. The dish washing market has displayed rapid growth over the past five years and has majorly been dominated by the organized players who have a market share of ~% in FY'2014. The major brands of this market are Vim, Exo and Pril which have significant revenue contribution. Within this market, the liquid dish wash have been the fastest growing segment with a CAGR of ~% from FY'2009-FY'2014.

Floor cleaning market is the second largest product category of the toiletries and household cleansing market of India with revenues reported at INR ~ million in FY'2014. The floor cleaning market has been further segmented into dish wash bars, liquid and powder in which dish wash bars commanded a predominant share. Lizol, Domex and Mr Muscle were the major players of the dish washing market with Lizol positioned as the market leader with a revenue contribution of INR ~ million in FY'2014.

The toilet cleaning market had displayed a revenue growth of ~% from FY'2009-FY'2014. Growing awareness, easier access to range of products through organized retail formats and changing lifestyles have been the key growth drivers for the sector with even rural households starting to display preference for toilet cleaner products instead of phenyl and acids which facilitated the further expansion of the industry in India.

Liquid soaps consisting of hand washes and body washes is a fragmented market with a number of small players operating in the market. However, the organized market for hand washes is quite concentrated with major brands being Dettol, Savlon, Lifebuoy and Palmolive among others. Dettol dominated the market with a revenue share of ~% in FY'2014. The liquid hand wash market was valued at INR ~ million in FY'2009 and grew to INR ~ million in FY'2014 at a CAGR of ~%. The growth of body washes and shower gels market on the other side, has been promulgated by the consumers' desire to switch towards premium products.

The market is expected to grow in the coming years with increasing number of innovative product launches by the existing players focusing on niche uses and convenience such as multifunctional cleaners. These multifunctional cleaners could be used for multiple domestic applications or liquid hand washes which exhibits both skincare and germicidal properties. The preferability for the non-ionic surfactants with their inherent bio-friendly properties and degradability are also likely to make headway in the household care market of the country.

Key Topics Covered in the Report:

The market size of the India Toiletries and Household Cleansing Market.

The market size of the India Dish Washing, Floor Cleaning, Toilet Cleaning, Liquid Soaps Market.

Market segmentation of the India Toiletries and Household Cleansing Market on the basis of product types.

Market segmentation of the Dish Washing Market on the basis of types of products, , rural and urban demand, organized and unorganized market

Market segmentation of the Floor Cleaning Market on the basis of residential and institutional sales, rural and urban demand, organized and unorganized markets

Market segmentation of the Toilet Cleaning Market on the basis of product types, residential and institutional sales, rural and urban demand, organized and unorganized markets.

Market segmentation of Liquid soaps market by hand washes and body washes.

Market segmentation of the Liquid hand wash market on the basis of product types, residential and institutional sales, rural and urban demand, organized and unorganized markets

Market segmentation of Body washes market on the basis of distribution and gender

Trends and Developments in the India toiletries and cleansing agent industry – Dish Washing, Floor Cleaning, Toilet Cleaning, Liquid Hand washes and Body washes markets.

Competitive landscape, Brand Analysis and detailed company profiles of the major manufacturers of Dish Washing, Floor Cleaning, Toilet Cleaning Products, Liquid Hand washes and body washes in India.

Future outlook and projections of the India toiletries and cleansing agents industry – Dish Washing, Floor Cleaning, Toilet Cleaning Products, Liquid Soaps, Body washes and Liquid Hand washes on the basis of revenues.

Contents

1. INDIA TOILETRIES AND HOUSEHOLD CLEANSING MARKET INTRODUCTION

- 1.1. India Toiletries and Household Cleansing Market Size by Revenue, FY'2009-FY'2014
- 1.2. India Toiletries and Household Cleansing Market Segmentation
 - 1.2.1. By Product Types- Toilet Cleaners, Dish Washers, Floor Cleaners and Liquid soaps, FY'2009- FY'2014
- 1.3. India Toiletries and Household Cleansing Market Distribution Chain
- 1.4. India Toiletries and Household Cleansing Market Growth Drivers and Restraints
 - 1.4.1. Growth Drivers
 - Increasing Awareness for Health and Hygiene
 - Growing Affordability
 - Rising Traction of Organized Retail Market
 - Growing Rural Penetration
 - 1.4.2. Growth Restraints
 - Continued Use of Traditional Products
 - Inclining Retail Inflation
 - Growing Intensity of Competition
- 1.5. India Toiletries and Household Cleansing Market Porter's Five Force Analysis
 - Buyer Power
 - Supplier Power
 - Threat of New Entrants
 - Threat of Substitutes
 - Degree of Rivalry
- 1.6. India Toiletries and Household Cleansing Market SWOT Analysis
- 1.7. Competitive Landscape of India Toiletries and Household Cleansing Market

2. INDIA DISH WASHING MARKET INTRODUCTION AND MARKET SIZE, FY'2009-FY'2014

- 2.1. India Dish Washing Market Segmentation
 - 2.1.1. By Types of Dish Washing Products- Bar, Liquid and Powder, FY'2011-FY'2014
 - 2.1.2. By Organized and Unorganized Markets, FY'2009 – FY'2014
 - 2.1.3. By Urban and Rural Households, FY'2009 – FY'2014
- 2.2. India Dish Washing Market Exports and Imports
 - 2.2.1. India Dish washing Market Exports

By Value, FY'2009-FY'2014

By Volume, FY'2009- FY'2014

2.2.2. India Dish Washing Market Imports

By Value, FY'2009- FY'2014

By Volume, FY'2009- FY'2014

2.3. India Dish Washing Market Trends and Developments

Change of Customer Preference from Bar to Liquid

Unique Packaging

Introduction of Variants

2.4. Competitive Landscape of India Dishwashing Industry

2.4.1. Market Share of Major Companies, FY'2013 – FY'2014

2.4.2. Brand Analysis of India Dish Washing Market

2.4.3. Price Analysis

2.5. India Dish Washing Market Future Outlook and Projections, FY'2015- FY'2019

3. INDIA FLOOR CLEANING MARKET INTRODUCTION

3.1. India Floor Cleaning Market Segmentation

3.1.1. By Organized and Unorganized Markets, FY'2009 – FY'2014

3.1.2. By Urban and Rural Households, FY'2009 – FY'2014

3.1.3. By Residential and Institutional Sales, FY'2014

3.2. India Floor Cleaning Market Trends and Developments

Switch to Branded Products

Increasing Focus on Brand Positioning and Promotion

Introduction of Specialty Cleaning Products

3.3. Competitive Landscape of India Floor Cleaning Market

3.3.1. Market Share of Major Brands, FY'2014

3.3.2. Brand Analysis of India Floor Cleaning Market

3.3.3. Price Analysis of Different Brands

3.4. India Floor Cleaning Market Future Outlook and Projections, FY'2015- FY'2019

4. INDIA TOILET CLEANING MARKET INTRODUCTION

4.1. India Toilet Cleaning Market Segmentation

4.1.1. By Organized and Unorganized, FY'2009- FY'2014

4.1.2. By Urban and Rural Households, FY'2009 – FY'2014

4.1.3. By Product Types- Liquid Cleaners and In-Cistern Blocks, FY'2009- FY'2014

4.1.4. By Residential and Institutional Sales, FY'2014

4.2. India Toilet Cleaning Market Exports and Imports, FY'2009 – FY'2014

- 4.2.1. India Toilet Cleaning Market Exports
 - By Value, FY'2009-FY'2014
 - By Volume, FY'2009-FY'2014
- 4.2.2. India Toilet Cleaning Market Imports
 - By Value, FY'2009- FY'2014
 - By Volume, FY'2009- FY'2014
- 4.3. India Toilet Cleaning Market Trends and Developments
 - Switching from Phenyl to Branded products
 - Increased Demand for Liquid Toilet Cleaners
 - Launch of Variants by Big Brands
- 4.4. Competitive Landscape of India Toilet Cleaning Industry
 - 4.4.1. Market Share of Major Brands, FY'2014
 - 4.4.2. Brand Analysis of India Toilet Cleaning Market
 - 4.4.3. Price Analysis of Different Brands
- 4.5. India Toilet Cleaning Market Future Outlook and Projections, FY'2015- FY'2019

5. INDIA LIQUID SOAPS MARKET INTRODUCTION AND SIZE, FY'2009- FY'2014

- 5.1. India Liquid Soaps Market Segmentation, FY'2009- FY'2014
- 5.2. India Liquid Hand Wash Market Introduction and Market Size, FY'2009- FY'2019
 - 5.2.1. India Liquid Hand Wash Market Segmentation
 - 5.2.1.1. By Type of Products, FY'2014
 - 5.2.1.2. By Urban and Rural Households, FY'2014
 - 5.2.1.3. By Residential and Institutional Sales, FY'2014
 - 5.2.1.4. By Organized and Unorganized Markets, FY'2014
 - 5.2.2. India Liquid Hand Wash Market Trends and Developments
 - Discounts and Offers
 - Launch of Variants and Innovative Products
 - Change in Brand Positioning
 - 5.2.3. Competitive Landscape of India Liquid Hand wash Industry
 - 5.2.3.1. Market Share of Major Brands, FY'2014
 - 5.2.3.2. Brand Analysis of India Liquid Hand Wash Market
 - 5.2.3.3. Price Analysis of Major Brands
 - 5.2.4. India Liquid Hand Wash Market Future Outlook and Projections, FY'2015- FY'2019
- 5.3. India Body Wash Market Introduction and Market Size, FY'2009-FY'2014
 - 5.3.1. India Body Wash Market Segmentation
 - 5.3.1.1. By Gender, FY'2014
 - 5.3.1.2. By Distribution, FY'2014

- 5.3.2. Competitive Landscape of India Body Wash Industry
 - 5.3.2.1. Market Share of Major Players, FY'2014
 - 5.3.2.2. Brand Analysis of India Body Wash Market
- 5.3.3. India Body Wash Market Trends and Developments
 - Increasing Focus Towards Men Body Washes
 - Growing Demand for Benefit Driven Products
- 5.3.4. India Body Wash Market Future Outlook and Projections, FY'2015- FY'2019
- 5.4. India Liquid Soaps Market Future Projections, FY'2015-FY'2019

6. INDIA TOILETRIES AND HOUSEHOLD CLEANSING MARKET COMPANY PROFILES

- 6.1. Reckitt Benckiser
 - 6.1.1. Business Overview
 - 6.1.2. Business Strategies
 - Focus on High Performance Products
 - Gaining Customer Insights
 - Centralized Marketing
 - 6.1.3. Financial Performance, FY'2012- FY'2014
- 6.2. Hindustan Unilever Ltd
 - 6.2.1. Business Overview
 - 6.2.2. Business Strategies
 - Re-launch of Products
 - Heavy Advertisement Expenditure
 - Innovation in Packaging
 - Emphasis on Direct Selling
 - 6.2.3. Financial Performance, FY'2009 – FY'2014
- 6.3. Dabur
 - 6.3.1. Business Overview
 - 6.3.2. Business Strategies
 - Rural Penetration
 - Adapting the Brands According to India's Diversity
 - Product Sampling
 - Allowances for Additional Shelf Space
 - 6.3.3. Financial Performance, FY'2011 – FY'2014
- 6.4. Jyothy Laboratory Ltd
 - 6.4.1. Business Overview
 - 6.4.2. Business Strategies
 - Extensive Distribution Network

Brand Extension

Acquisition of Henkel India

Strategic Locations of Manufacturing Facilities

6.4.3. Financial Performance, FY'2009-FY'2014

6.5. Rohit Surfactants Private Limited

6.5.1. Business Overview

6.5.2. Business Strategies

Regional Focus

Unique Taglines

Participation in Media Exhibitions

6.5.3. Financial Performance, FY'2009-FY'2013

7. INDIA TOILETRIES AND HOUSEHOLD CLEANSING MARKET FUTURE OUTLOOK AND PROJECTIONS, FY'2015-FY'2019

7.1. Cause and Effect Relationship of Independent and Dependent Variables of India
Toiletries and Household Cleansing Agents Market

8. MACRO-ECONOMIC FACTORS AFFECTING INDIA TOILETRIES AND HOUSEHOLD CLEANSING MARKET

8.1. Number of Households in India, FY'2009 – FY'2019

8.2. Middle Class and Upper Middle Class Population of India, FY'2009 – FY'2019

8.3. Customer Expenditure on Household Care Items, FY'2009 – FY'2019

8.4. The FMCG Market in India Market size, FY'2009 – FY'2019

8.5. Number of Domestic Servants in India, FY'2009 – FY'2019

9. APPENDIX

9.1. Market Definition

9.2. Market Abbreviations

9.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

9.4. Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: India Toiletries and Household Cleansing Market Size by Revenues in INR Million, FY'2009- FY'2014

Figure 2: India Toiletries and Household Cleansing Market Segmentation by Product Types- Dish Washers, Floor Cleaners, Toilet Cleaners and Liquid Hand wash on the Basis of Revenue Contribution in Percentage, FY'2009-FY'2014

Figure 3: India Toiletries and Household Cleansing Market Distribution Chain

Figure 4: Personal Disposable Income of India in INR Billion, FY'2009 – FY'2014

Figure 5: India Organized Retail Market Size by Revenues in INR Billion, FY'2009 – FY'2014

Figure 6: Average Retail Inflation in India, 2008-2014

Figure 7: India Toiletries and Household Cleansing Market Porter's Five Force Analysis

Figure 8: India Dish Washing Market Size by Revenues in INR Million, FY'2009 – FY'2014

Figure 9: India Dish Washing Market Segmentation by Types of Products-Bar, Liquid and Powder on the Basis of Revenue Contribution in Percentage, FY'2011 – FY'2014

Figure 10: India Dish Washing Market Segmentation by Organized and Unorganized on the Basis of Revenue Contribution in Percentage, FY'2009 – FY'2014

Figure 11: India Dish Washing Market Segmentation by Urban and Rural Households on the Basis of Revenue Contribution in Percentage, FY'2009 – FY'2014

Figure 12: India Dish Washing Market Future Projections by Revenues in INR Million, FY'2015 – FY'2019

Figure 13: India Floor Cleaning Market Size by Revenues in INR Million, FY'2009- FY'2014

Figure 14: India Floor Cleaning Market Segmentation by Urban and Rural Households on the Basis of Revenue Contribution in Percentage, FY'2009 – FY'2014

Figure 15: India Floor Cleaning Market Future Projections by Revenue in INR Million, FY'2014- FY'2019

Figure 16: India Toilet Cleaning Market Size by Revenues in INR Million, FY'2009- FY'2014

Figure 17: India Toilet Cleaning Market Segmentation by Organized and Unorganized Markets in Percentage, FY'2009-FY'2014

Figure 18: India Toilet Cleaning Market Segmentation by Urban and Rural Households in Percentage, FY'2009- FY'2014

Figure 19: India Toilet Cleaning Market Segmentation by Types of Toilet Cleaning Products- Liquid Toilet Cleaners and In Cistern Blocks on the Basis of Revenue

Contribution in Percentage, FY'2009- FY'2014

Figure 20: India Toilet Cleaning Market Future Projections by Revenue in INR Million, FY'2015 - FY'2019

Figure 21: India Liquid Soaps Market Size by Revenues in INR Million, FY'2009 – FY'2014

Figure 22: India Liquid Soaps Market Segmentation by Hand washes and Body washes on the Basis of Revenue Contribution in Percentage, FY'2009- FY'2014

Figure 23: India Liquid Hand Wash Market Size by Revenues in INR Million, FY'2009 – FY'2014

Figure 24: India Liquid Hand Wash Market Segmentation by Institutional and Residential Sales on the Basis of Revenue Contribution in Percentage, FY'2013- FY'2014

Figure 25: India Liquid Hand Wash Market Future Projections by Revenue in INR Million, FY'2015- FY'2019

Figure 26: India Body Washes and Shower Gels Market Size by Revenues in INR Million, FY'2009 – FY'2014

Figure 27: India Body Wash Market Future Projections by Revenue in INR Million, FY'2015- FY'2019

Figure 28: India Liquid Soaps Market Future Projections by Revenue in INR Million, FY'2015- FY'2019

Figure 29: Revenues of Reckitt Benckiser in India in INR Million, FY'2012- FY'2014

Figure 30: Revenues of Hindustan Unilever from Sales of Soaps and Detergents in INR Million, FY'2009- FY-2014

Figure 31: Revenue of Dabur from Sales of Home Care Products in INR Million, FY'2011-FY'2014

Figure 32: Revenues of Jyothy Laboratories from Sales of Dish Washing Products in INR Million, FY'2009 – FY'2014

Figure 33: Revenues of Rohit Surfactants Private Limited in INR Million, FY'2009 - FY'2013

Figure 34: India Toiletries and Household Cleansing Market Future Projections by Revenue in INR Million, FY'2015 – FY'2019

Figure 35: Number of Households in India, 2008-2018

Figure 36: Middle Class Population of India in Million, FY'2009 – FY'2019

Figure 37: Upper Class Population of India in Million, FY'2009 – FY'2019

Figure 38: Customer Expenditure on Household Care Items in India in INR Million, FY'2009 – FY'2019

Figure 39: FMCG Market Size in India in INR Billion, FY'2009- FY'2019

Figure 40: Number of Domestic Servants in India in Million, FY'2009 – FY'2019

List Of Tables

LIST OF TABLES

Table 1: India Toiletries and Household Cleansing Market Segmentation by Types of Products – Dish Washers, Floor Cleaners, Toilet Cleaners and Liquid Soaps on the Basis of Volume in Percentage and Tons, FY'2014

Table 2: India Toiletries and Household Cleansing Market Segmentation by Types of Products – Dish Washers, Floor Cleaners, Toilet Cleaners and Liquid Soaps on the Basis of Revenue Contribution in INR Million, FY'2009 – FY'2014

Table 3: India Toiletries and Household Cleansing Market SWOT Analysis

Table 4: Competitive Landscape of Major Companies Operating in India Toiletries and Household Cleansing Agents Market

Table 5: India Dish Washing Market Segmentation by Types of Products- Bar, Liquid and Powder on the Basis of Revenue Contribution in INR Million, FY'2011 – FY'2014

Table 6: Volume Sales of Dishwashing Bars and Liquids in India, FY'2011 – FY'2014

Table 7: India Dish Washing Market Segmentation by Organized and Unorganized Markets on the Basis of Revenue Contribution in INR Million, FY'2009 – FY'2014

Table 8: India Dish Washing Market Segmentation by Urban and Rural Households on the Basis of Revenue Contribution in INR Million, FY'2009 – FY'2013

Table 9: India Dish Washing Market Segmentation by Sales of Dishwashing Bars and Liquids in Rural and Urban Areas on the basis of Revenue Contribution in Percentage, FY'2011- FY'2014

Table 10: India Dish Washing Market Segmentation by Sales of Dishwashing Bars and Liquids in Rural and Urban Areas on the basis of Revenue Contribution in INR Million, FY'2011- FY'2014

Table 11: India Dish Washing Market Exports Segmentation by Major Countries in INR Million, FY'2009 – FY'2014

Table 12: India Dish Washing Market Export Segmentation by Major Countries in Thousand Kilograms, FY'2009-FY'2014

Table 13: India Dish Washing Market Imports Segmentation by Major Countries in INR Million, FY'2009 – FY'2014

Table 14: India Dish Washing Market Imports Segmentation by Major Countries in Thousand Kilograms, FY2009- FY2014

Table 16: Market Share of Major Companies in India Dishwashing Market on the Basis of Revenue Contribution in Percentage, FY'2013 – FY'2014

Table 17: India Dish Washing Market Brand Analysis by Target Audience, Positioning and Strategy

Table 18: Price List for Different Brands in the Dishwashing Bars Category

- Table 19: Price List for Different Brands in the Dishwashing Liquid Category
- Table 20: Price List for Different Brands in the Dishwashing Powder Category
- Table 21: India Dish Washing Market Future Projections by Types of Products- Bar, Liquid and Powder on the Basis of Revenue Contribution in Percentage, FY'2015- FY'2019
- Table 22: India Dish Washing Market Future Projections by Types of Products- Bar, Liquid and Powder on the Basis of Revenue Contribution in INR Million, FY'2015- FY'2019
- Table 23: India Floor Cleaning Market Segmentation by Organized and Unorganized on the Basis of Revenue Contribution in INR Million, FY'2009 – FY'2014
- Table 24: India Floor Cleaning Market Segmentation by Urban and Rural Households on the Basis of Revenue Contribution in INR Million, FY'2009-FY'2014
- Table 25: India Floor Cleaning Market Segmentation by Residential and Institutional Sales on the Basis of Revenue Contribution in Percentage and INR Million, FY'2014
- Table 27: Market Share of Major Brands in India Floor Cleaning Market on the Basis of Revenue in Percentage and Million, FY'2014
- Table 28: India Floor Cleaning Market Brand Analysis by Target Audience, Positioning and Strategy
- Table 29: Price List for Different Brands of the Floor Cleaning Market
- Table 30: India Toilet Cleaning Market Segmentation by Organized and Unorganized Markets in INR Million, FY'2009-FY'2014
- Table 31: India Toilet Cleaning Market Segmentation by Urban and Rural Households in INR Million, FY'2009- FY'2014
- Table 32: India Toilet Cleaning Market Segmentation by Type of Toilet Cleaning Products- Liquid Toilet Cleaners and In Cistern Blocks on the Basis of Revenue Contribution in INR Million, FY'2009- FY'2014
- Table 33: India Toilet Cleaning Market Segmentation by Residential and Institutional Sales on the Basis of Revenue Contribution in Percentage and INR Million, FY'2014
- Table 34: India Toilet Cleaning Market Export Segmentation by Major Countries in INR Million, FY'2009 – FY'2014
- Table 35: India Toilet Cleaning Market Export Volume Segmentation by Major Countries in Thousand Kilograms, FY'2009- FY'2014
- Table 36: India Toilet Cleaner Market Segmentation by Major Countries in INR Million, FY'2009 – FY'2014
- Table 37: India Toilet Cleaner Market Import Volume Segmentation by Major Countries in Thousand Kilograms, FY'2009- FY'2014
- Table 39: Market Share of Major Brands in India Toilet Cleaning Market on the Basis of Revenue in Percentage, FY'2014
- Table 40: India Toilet Cleaning Market Brand Analysis by Positioning, Target Audience

and Strategy

Table 41: Price List for Different Brands of the Floor Cleaning Market

Table 42: India Liquid Soaps Market Segmentation by Hand washes and Body washes on the Basis of Revenue Contribution in INR Million, FY'2009- FY'2014

Table 43: India Liquid Hand Wash Market Segmentation by Refilling and Dispensing Packs on the Basis of Revenue Contribution in Percentage and INR Million, FY'2014

Table 44: India Liquid Hand washes Market Segmentation by Urban and Rural Households on the Basis of Revenue Contribution in Percentage and INR Million, FY'2014

Table 45: India Liquid Hand Wash Market Segmentation on the Basis of Revenue Contribution by Institutional and Residential Sales, FY'2014

Table 46: India Liquid Hand Wash Market Segmentation by Organized and Unorganized on the Basis of Revenue Contribution in Percentage and INR Million, FY'2014

Table 47: List of Available Brands in India Liquid Hand wash Market and their Variants

Table 48: Market Share of Major Brands in India Liquid Hand washes Market on the Basis of Revenue in Percentage, FY'2014

Table 49: India Liquid Hand Wash Market Brand Analysis by Positioning, Target Audience and Strategy

Table 50: Price Chart for Various Pack Sizes

Table 51: India Body Wash Market Segmentation by Gender on the Basis of Revenue Contribution in Percentage and INR Million, FY'2014

Table 52: India Body Wash Market Segmentation by Distribution on the Basis of Revenue Contribution in Percentage and INR Million, FY'2014

Table 53: Market Share of Major Companies in India Body Wash Market on the Basis of Sales Contribution in Percentage, FY'2014

Table 54: Brand Analysis of Women Body Washes in India

Table 55: Brand Analysis of Men Body Washes in India

Table 56: India Liquid Soaps Market Future Projections by Hand washes and Body washes on the Basis of Revenue Contribution in Percentage, FY'2015-FY'2019

Table 57: India Liquid Soaps Market Future Projections by Hand washes and Body washes on the Basis of Revenue Contribution in INR Million, FY'2015-FY'2019

Table 58: Reckitt Benckiser India Product Portfolio

Table 59: Hindustan Unilever Product Portfolio

Table 60: Dabur India Product Portfolio

Table 61: Jyothy Laboratories Product Portfolio

Table 62: Rohit Surfactants Private Limited Product Portfolio

Table 63: India Toiletries and Household Cleansing Market Future Projections by Categories on the Basis of Revenue Contribution in Percentage, FY'2015-FY'2019

Table 64: India Toiletries and Household Cleansing Market Future Projections by

Categories on the Basis of Revenue Contribution in Percentage, FY'2015-FY'2019

Table 65: Cause and Effect Relationship between the Macro-Economic and Industry Factors and Toiletries and Cleansing Agent Market Future Prospects

Table 66: Correlation Matrix of India Toiletries and Household Cleansing Market

Table 67: Regression Coefficients Output

I would like to order

Product name: India Toiletries and Household Cleansing Market Outlook to 2019 - Aggressive Marketing Strategies and Growing Hygiene Awareness to Propel Growth

Product link: <https://marketpublishers.com/r/IFAC615B515EN.html>

Price: US\$ 1,100.00 (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/IFAC615B515EN.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

