

# **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.



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