

Home Care in India

<https://marketpublishers.com/r/H8D430BBDC6EN.html>

Date: March 2024

Pages: 55

Price: US\$ 2,650.00 (Single User License)

ID: H8D430BBDC6EN

Abstracts

In 2023, retail current value growth across most home care categories was lower in India than in the previous year, on account of softening inflation, but remained robust, as consumption in rural markets picked up, and the resumption of out-of-home activities supported demand in categories such as laundry care and polishes. During the year, prices in categories including laundry care and dishwashing stabilised due to the fall in input costs of palm oil and other raw materials. This resulted in g...

Euromonitor International's Home Care in India market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Home Care in India
Euromonitor International
March 2024

LIST OF CONTENTS AND TABLES

HOME CARE IN INDIA
EXECUTIVE SUMMARY
Home care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 1 Households 2018-2023

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

As prices stabilise, growth for the category is primarily volume-driven
Laundry care sees the entry of more home-grown brands

Retail e-commerce continues to expand, due to offering convenience

PROSPECTS AND OPPORTUNITIES

Dynamic growth expected on account of macroeconomic factors and premiumisation

Liquid laundry care formats set to outperform in the forecast period

Demand for eco-friendly laundry care products on the rise

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 20 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 21 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 22 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 23 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 25 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth slows in retail value terms as prices stabilise and people resume out-of-home activities

Indian consumers continue to rely heavily on hand dishwashing products

Consumers increasingly trade up from dishwashing bars to premium formats

PROSPECTS AND OPPORTUNITIES

Steady growth expected for dishwashing in the forecast period

Sales of automatic dishwashing products to remain limited in the forecast period

Greater consumer demand for products with organic and natural claims

CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2018-2023

Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate growth for surface care as the emphasis on hygiene wanes and people enjoy greater mobility

Reckitt Benckiser continues to dominate due to strong brand recall

Format-based innovations help stimulate demand for standard floor cleaners

PROSPECTS AND OPPORTUNITIES

Steady growth expected in the forecast period on account of growing penetration

Growing demand for sustainably produced/packaged and organic surface care products

Convenience and best price to drive growth in retail e-commerce

CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2018-2023

Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Surface Care: % Value 2019-2023

Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

TOILET CARE IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Toilet care sustains modest growth due to heightened awareness of hygiene

Toilet liquids/foam remains the preferred format for Indian consumers

Reckitt Benckiser continues to lead toilet care

PROSPECTS AND OPPORTUNITIES

Macroeconomic factors and growing awareness set to support growth over the forecast years

Rising emphasis on eco-friendly options to drive value growth

Retail e-commerce will continue to gain traction due to the convenience factor

CATEGORY DATA

Table 44 Sales of Toilet Care by Category: Value 2018-2023

Table 45 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 47 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 48 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 49 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased socialising and return to work policies support growth for polishes

Vim enters metal polish through a new product launch

PROSPECTS AND OPPORTUNITIES

Growth for polishes expected to be limited due to lifestyle changes

Well-established brands to remain dominant in the forecast period

CATEGORY DATA

Table 50 Sales of Polishes by Category: Value 2018-2023

Table 51 Sales of Polishes by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Polishes: % Value 2019-2023

Table 53 LBN Brand Shares of Polishes: % Value 2020-2023

Table 54 Forecast Sales of Polishes by Category: Value 2023-2028

Table 55 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in air care remains strong on account of greater consumer awareness and

improved reach

National companies lead and launch products at different price points

Spray/aerosol and gel air fresheners outperform other categories in the review period

PROSPECTS AND OPPORTUNITIES

Air care set to maintain a positive performance over the forecast period

Growing preference for air care products with natural ingredients and clean labels

Retail e-commerce expected to gain popularity as a distribution channel

CATEGORY DATA

Table 56 Sales of Air Care by Category: Value 2018-2023

Table 57 Sales of Air Care by Category: % Value Growth 2018-2023

Table 58 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 59 NBO Company Shares of Air Care: % Value 2019-2023

Table 60 LBN Brand Shares of Air Care: % Value 2020-2023

Table 61 Forecast Sales of Air Care by Category: Value 2023-2028

Table 62 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales of home insecticides continue on a positive trajectory in 2023

Godrej maintains dominance through the launch of new format innovations

Insecticide coils loses favour as consumers shift to other formats

PROSPECTS AND OPPORTUNITIES

Steady value growth expected in the forecast period on account of premiumisation

Spray/aerosol format to witness increasing popularity in the forecast period

Offline stores to remain dominant, while retail e-commerce will continue to gain share

CATEGORY DATA

Table 63 Sales of Home Insecticides by Category: Value 2018-2023

Table 64 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 65 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 66 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 67 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 68 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 69 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

I would like to order

Product name: Home Care in India

Product link: <https://marketpublishers.com/r/H8D430BBDC6EN.html>

Price: US\$ 2,650.00 (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/H8D430BBDC6EN.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