

India Household Cleaners Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/IBE561852D31EN.html>

Date: February 2023

Pages: 116

Price: US\$ 2,499.00 (Single User License)

ID: IBE561852D31EN

Abstracts

The India household cleaners market size reached US\$ 7,537 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 21,950 Million by 2028, exhibiting a growth rate (CAGR) of 18.9% during 2023-2028.

Household cleaners refer to a diverse range of cleaning products that help in removing dirt, germs, and other contaminants from different surfaces across homes. They can be widely categorized into laundry cleaners, dishwashing liquids, surface cleaners, toilet bowl cleaners, window cleaners, glass cleaners, etc. Furthermore, based on ingredients, household cleaners are also bifurcated into builders, solvents, surfactants, antimicrobials, etc. These products are highly effective against dust, clay, grease, soap scum, oil, hard water marks, limescale, microbial growth, etc. Household cleaners are commonly available in triggered sprays, aerosol cans, pouches, in-pump actuated bottles, etc.

India Household Cleaners Market Trends:

The growing consumer awareness towards household cleanliness and hygiene is one of the primary factors driving the market for household cleaners in India. In line with this, the elevating levels of urbanization, coupled with the improving consumer living standards, are further augmenting the product demand. Moreover, the wide product availability and the expansion of organized retail stores, especially across tier 2 and tier 3 cities, are also proliferating the sales of household cleaners in the country.

Additionally, the launch of numerous awareness programs by the Indian government for promoting the need for proper hygiene and cleanliness across the residential and commercial spaces is acting as a significant growth-inducing factor. Apart from this, growing consumer inclination towards specialized cleaners that can be used on glass,

mirrored surfaces, stainless steel, wood, etc., is positively influencing the regional market. Furthermore, with the increasing consumer concerns towards the negative impact of chemical cleaners, several product manufacturers are focusing on the development of natural ingredients-based variants. The introduction of safer and clean-label products, including vegetable oils, alcohol, baking soda, oxygen bleach, corn starch, washing soda, citrus solvents, etc., will continue to drive the India household cleaners market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India household cleaners market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on product, ingredient, distribution channel, income group, application and premiumization.

Breakup by Product:

- Laundry
- Dishwashing
- Surface Cleaner
- Toilet Bowl Cleaner
- Window Cleaner
- Glass Cleaner
- Scourers
- Others

Breakup by Ingredient:

- Builders
- Solvents
- Surfactants
- Antimicrobials
- Others

Breakup by Distribution Channel:

- Convenience Stores
- Supermarkets and Hypermarkets
- Online
- Others

Breakup by Income Group:

Middle (INR 2.5 lacs- INR 27.5 lacs)

Low (Less than INR 2.5 Lacs)

High (Greater than INR 27.5 lacs)

Breakup by Application:

Fabric

Kitchen

Bathroom

Floor

Others

Breakup by Premiumization:

Economy

Mid-Size

Premium

Breakup by Region:

North India

West and Central India

South India

East India

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Hindustan Unilever Limited (Unilever), Rohit Surfactants Private Limited, Reckitt Benckiser (India) Limited (Reckitt Benckiser Group PLC), Procter & Gamble Hygiene and Healthcare Ltd. (Procter & Gamble), Jyothy Labs Limited, Nirma Limited, Fena (P) Limited, Dabur India Limited, S. C. Johnson Products Pvt. Ltd. (SC Johnson & Son Investment Ltd.) and Pitambari Products Private Limited.

Key Questions Answered in This Report

1. What was the size of the India household cleaners market in 2022?

2. What is the expected growth rate of the India household cleaners market during 2023-2028?
3. What has been the impact of COVID-19 on the India household cleaners market?
4. What are the key factors driving the India household cleaners market?
5. What is the breakup of the India household cleaners market based on the product?
6. What is the breakup of the India household cleaners market based on the ingredient?
7. What is the breakup of the India household cleaners market based on the distribution channel?
8. What is the breakup of the India household cleaners market based on the income group?
9. What is the breakup of the India household cleaners market based on the application?
10. What is the breakup of the India household cleaners market based on the premiumization?
11. What are the key regions in the India household cleaners market?
12. Who are the key players/companies in the India household cleaners market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 INDIA HOUSEHOLD CLEANERS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product
- 5.5 Market Breakup by Ingredient
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Breakup by Income Group
- 5.8 Market Breakup by Application
- 5.9 Market Breakup by Premiumization
- 5.10 Market Breakup by Region
- 5.11 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 Laundry
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Dishwashing
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Surface Cleaner
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Toilet Bowl Cleaner
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Window Cleaner
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 6.6 Glass Cleaner
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast
- 6.7 Scourers
 - 6.7.1 Market Trends
 - 6.7.2 Market Forecast
- 6.8 Others
 - 6.8.1 Market Trends
 - 6.8.2 Market Forecast

7 MARKET BREAKUP BY INGREDIENTS

- 7.1 Builders
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Solvents
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Surfactants
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Antimicrobials
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

7.5 Others

7.5.1 Market Trends

7.5.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Convenience Stores

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Supermarkets/Hypermarkets

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Online

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Others

8.4.1 Market Trends

8.4.2 Market Forecast

9 MARKET BREAKUP BY INCOME GROUP

9.1 Middle (INR 2.5 lacs- INR 27.5 lacs)

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Low (Less than INR 2.5 Lacs)

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 High (Greater than INR 27.5 lacs)

9.3.1 Market Trends

9.3.2 Market Forecast

10 MARKET BREAKUP BY APPLICATION

10.1 Fabric

10.1.1 Market Trends

10.1.2 Market Forecast

10.2 Kitchen

10.2.1 Market Trends

10.2.2 Market Forecast

10.3 Bathroom

10.3.1 Market Trends

10.3.2 Market Forecast

10.4 Floor

10.4.1 Market Trends

10.4.2 Market Forecast

10.5 Others

10.5.1 Market Trends

10.5.2 Market Forecast

11 MARKET BREAKUP BY PREMIUMIZATION

11.1 Economy

11.1.1 Market Trends

11.1.2 Market Forecast

11.2 Mid-Sized

11.2.1 Market Trends

11.2.2 Market Forecast

11.3 Premium

11.3.1 Market Trends

11.3.2 Market Forecast

12 MARKET BREAKUP BY REGION

12.1 North India

12.1.1 Market Trends

12.1.2 Market Breakup by States

12.1.3 Market Forecast

12.2 West and Central India

12.2.1 Market Trends

12.2.2 Market Breakup by States

12.2.3 Market Forecast

12.3 South India

12.3.1 Market Trends

12.3.2 Market Breakup by States

12.3.3 Market Forecast

12.4 East India

12.4.1 Market Trends

12.4.2 Market Breakup by States

12.4.3 Market Forecast

13 SWOT ANALYSIS

13.1 Strengths

13.2 Weaknesses

13.3 Opportunities

13.4 Threats

14 VALUE CHAIN ANALYSIS

15 PORTERS FIVE FORCES ANALYSIS

15.1 Overview

15.2 Bargaining Power of Buyers

15.3 Bargaining Power of Suppliers

15.4 Degree of Competition

15.5 Threat of New Entrants

15.6 Threat of Substitutes

16 PRICE ANALYSIS

17 COMPETITIVE LANDSCAPE

17.1 Market Structure

17.2 Key Players

17.3 Profile of Key Players

17.3.1 Hindustan Unilever Limited (Unilever)

17.3.1.1 Company Overview

17.3.1.2 Product Portfolio

17.3.1.3 Financials

17.3.2 Rohit Surfactants Private Limited

17.3.2.1 Company Overview

17.3.2.2 Product Portfolio

17.3.3 Reckitt Benckiser (India) Limited (Reckitt Benckiser Group PLC)

17.3.3.1 Company Overview

17.3.3.2 Product Portfolio

17.3.3.3 Financials

17.3.4 Procter & Gamble Hygiene and Healthcare Ltd. (Procter & Gamble)

- 17.3.4.1 Company Overview
- 17.3.4.2 Product Portfolio
- 17.3.4.3 Financials
- 17.3.5 Jyothy Labs Limited
 - 17.3.5.1 Company Overview
 - 17.3.5.2 Product Portfolio
 - 17.3.5.3 Financials
- 17.3.6 Nirma Limited
 - 17.3.6.1 Company Overview
 - 17.3.6.2 Product Portfolio
 - 17.3.6.3 Financials
- 17.3.7 Fena (P) Limited
 - 17.3.7.1 Company Overview
 - 17.3.7.2 Product Portfolio
- 17.3.8 Dabur India Limited
 - 17.3.8.1 Company Overview
 - 17.3.8.2 Product Portfolio
 - 17.3.8.3 Financials
- 17.3.9 S. C. Johnson Products Pvt. Ltd. (SC Johnson & Son Investment Ltd.)
 - 17.3.9.1 Company Overview
 - 17.3.9.2 Product Portfolio
- 17.3.10 Pitambari Products Private Limited
 - 17.3.10.1 Company Overview
 - 17.3.10.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: India: Household Cleaners Market: Key Industry Highlights, 2022 and 2028

Table 2: India: Household Cleaners Market: Breakup by Product (in Million US\$), 2017 & 2022

Table 3: India: Household Cleaners Market Forecast: Breakup by Product (in Million US\$), 2023-2028

Table 4: India: Household Cleaners Market: Breakup by Ingredient (in Million US\$), 2017 & 2022

Table 5: India: Household Cleaners Market Forecast: Breakup by Ingredient (in Million US\$), 2023-2028

Table 6: India: Household Cleaners Market: Breakup by Distribution Channel (in Million US\$), 2017 & 2022

Table 7: India: Household Cleaners Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 8: India: Household Cleaners Market: Breakup by Income Group (in Million US\$), 2017 & 2022

Table 9: India: Household Cleaners Market Forecast: Breakup by Income Group (in Million US\$), 2023-2028

Table 10: India: Household Cleaners Market: Breakup by Application (in Million US\$), 2017 & 2022

Table 11: India: Household Cleaners Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 12: India: Household Cleaners Market: Breakup by Premiumization (in Million US\$), 2017 & 2022

Table 13: India: Household Cleaners Market Forecast: Breakup by Premiumization (in Million US\$), 2023-2028

Table 14: India: Household Cleaners Market: Breakup by Region (in Million US\$), 2017 & 2022

Table 15: India: Household Cleaners Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 16: India: Household Cleaners Market: Key Price Indicators

Table 17: India: Household Cleaners Market: Market Structure

Table 18: India: Household Cleaners Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: India: Household Cleaners Market: Major Drivers and Challenges

Figure 2: India: Household Cleaners Market: Sales Value (in Million US\$), 2017-2022

Figure 3: India: Household Cleaners Market: Breakup by Product (in %), 2022

Figure 4: India: Household Cleaners Market: Breakup by Ingredient (in %), 2022

Figure 5: India: Household Cleaners Market: Breakup by Distribution Channel (in %), 2022

Figure 6: India: Household Cleaners Market: Breakup by Income Group (in %), 2022

Figure 7: India: Household Cleaners Market: Breakup by Application (in %), 2022

Figure 8: India: Household Cleaners Market: Breakup by Premiumization (in %), 2022

Figure 9: India: Household Cleaners Market: Breakup by Region (in %), 2022

Figure 10: India: Household Cleaners Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: India: Household Cleaners (Laundry) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: India: Household Cleaners (Laundry) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: India: Household Cleaners (Dishwashing) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: India: Household Cleaners (Dishwashing) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: India: Household Cleaners (Surface Cleaner) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: India: Household Cleaners (Surface Cleaner) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: India: Household Cleaners (Toilet Bowl Cleaner) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: India: Household Cleaners (Toilet Bowl Cleaner) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: India: Household Cleaners (Window Cleaner) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: India: Household Cleaners (Window Cleaner) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: India: Household Cleaners (Glass Cleaner) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: India: Household Cleaners (Glass Cleaner) Market Forecast: Sales Value (in

Million US\$), 2023-2028

Figure 23: India: Household Cleaners (Scourers) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: India: Household Cleaners (Scourers) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: India: Household Cleaners (Other Product Types) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: India: Household Cleaners (Other Product Types) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: India: Household Cleaners (Builders) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: India: Household Cleaners (Builders) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: India: Household Cleaners (Solvents) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: India: Household Cleaners (Solvents) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: India: Household Cleaners (Surfactants) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: India: Household Cleaners (Surfactants) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: India: Household Cleaners (Antimicrobials) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: India: Household Cleaners (Antimicrobials) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: India: Household Cleaners (Other Ingredients) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: India: Household Cleaners (Other Ingredients) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: India: Household Cleaners (Convenience Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: India: Household Cleaners (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: India: Household Cleaners (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: India: Household Cleaners (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: India: Household Cleaners (Online) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: India: Household Cleaners (Online) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: India: Household Cleaners (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: India: Household Cleaners (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: India: Household Cleaners (Middle (INR 2.5 lacs- INR 27.5 lacs)) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: India: Household Cleaners (Middle (INR 2.5 lacs- INR 27.5 lacs)) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: India: Household Cleaners (Low (Less than INR 2.5 Lacs)) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: India: Household Cleaners (Low (Less than INR 2.5 Lacs)) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: India: Household Cleaners (High (Greater than INR 27.5 lacs)) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: India: Household Cleaners (High (Greater than INR 27.5 lacs)) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: India: Household Cleaners (Fabric) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: India: Household Cleaners (Fabric) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: India: Household Cleaners (Kitchen) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: India: Household Cleaners (Kitchen) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: India: Household Cleaners (Bathroom) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: India: Household Cleaners (Bathroom) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: India: Household Cleaners (Floor) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: India: Household Cleaners (Floor) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: India: Household Cleaners (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: India: Household Cleaners (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: India: Household Cleaners (Economy) Market: Sales Value (in Million US\$),

2017 & 2022

Figure 62: India: Household Cleaners (Economy) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: India: Household Cleaners (Mid-Sized) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: India: Household Cleaners (Mid-Sized) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: India: Household Cleaners (Premium) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: India: Household Cleaners (Premium) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: North India: Household Cleaners Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: North India: Household Cleaners Market: Breakup by States (in %), 2022

Figure 69: North India: Household Cleaners Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: West and Central India: Household Cleaners Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: West and Central India: Household Cleaners Market: Breakup by States (in %), 2022

Figure 72: West and Central India: Household Cleaners Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: South India: Household Cleaners Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: South India: Household Cleaners Market: Breakup by States (in %), 2022

Figure 75: South India: Household Cleaners Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 76: East India: Household Cleaners Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: East India: Household Cleaners Market: Breakup by States (in %), 2022

Figure 78: East India: Household Cleaners Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 79: India: Household Cleaners Industry: SWOT Analysis

Figure 80: India: Household Cleaners Industry: Value Chain Analysis

Figure 81: India: Household Cleaners Industry: Porter's Five Forces Analysis

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