

# India Organic Baby Skincare Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The India organic baby skincare market size reached US\$ 29.6 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 104.9 Million by 2028, exhibiting a growth rate (CAGR) of 23.4% during 2023-2028.

Organic skincare can be referred to as the skincare regime that extensively involves the utilization of organic products. These products contain organically grown ingredients, which are free from harmful components, such as synthetic fillers and artificial dyes. The skin of a new-born baby differs from that of an adult and needs extra care and protection. Skincare products for baby with organic ingredients as their key components ensure optimum nourishment of their skin health while minimizing the chances of developing rashes or skin irritation, which are often caused by the usage of synthetically processed skincare products.

Rapid urbanization and rising western influences are among the primary factors driving the market for organic baby skincare products' market in India. Coupled with this, the increasing penetration of the internet and aggressive promotional activities by brands on social media platforms, is further contributing to the market growth. Moreover, there is a rising awareness among parents regarding the adverse effects of baby skincare products manufactured with artificial components. This, coupled with the growing expenditure capacities, has consequently led to an increasing inclination towards organic baby skincare products in the country. The thriving e-commerce industry, the expanding working population, and product premiumization are some of the other factors that are creating a positive outlook for the market.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India organic baby skincare market report, along with forecasts at the country and regional level from 2023-2028. Our report has categorized the market based on skin type, product type and distribution channel.

### Breakup by Skin Type:

- Flaky Skin
- Oily Skin
- Dry Skin

### Breakup by Product Type:

- Baby Oil
- Baby Powder
- Baby Soaps
- Petroleum Jelly
- Baby Lotion
- Others

### Breakup by Distribution Channel:

- Hypermarkets and Supermarkets
- E-Commerce
- Specialty Stores
- Retail Pharmacies
- Convenience Stores

### Breakup by Region:

- North India
- South India
- East India

West India

### Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Bio Veda Action Research Co., Chicco (Artsana USA, Inc.), Dabur India Ltd, Emami Limited, Johnson & Johnson, Krauter Healthcare Ltd., Lotus Herbals Ltd., Mamaearth, Patanjali Ayurved Ltd., Pigeon India Pvt. Ltd., The Himalaya Drug Company, and The Moms Co.

### Key Questions Answered in This Report:

What was the size of the India organic baby skincare market in 2022?

What is the expected growth rate of the India organic baby skincare market during 2023-2028?

What are the key factors driving the India organic baby skincare market?

What has been the impact of COVID-19 on the India organic baby skincare market?

What is the breakup of the India organic baby skincare market based on the skin type?

What is the breakup of the India organic baby skincare market based on the product type?

What is the breakup of the India organic baby skincare market based on the distribution channel?

What are the key regions in the India organic baby skincare market?

Who are the key players/companies in the India organic baby skincare market?

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