

India Baby Care Market Opportunity Analysis

https://marketpublishers.com/r/IF3E5B18991EN.html

Date: August 2013

Pages: 50

Price: US\$ 700.00 (Single User License)

ID: IF3E5B18991EN

Abstracts

Please note: extra shipping charges are applied when purchasing Hard Copy License depending on the location.

Recent years have witnessed a spurt in the market for baby care products in India. On the demand side, rising incomes, smaller average size of families, more women coming out to work, and better informed parents, have all contributed toward this trend. On the supply side, the opening up of the economy and the interest shown by large multinationals in the Indian growth story have ensured that Indian consumers are constantly being introduced to better and advanced products. Competition among suppliers and the emergence of China as a source for cheap alternatives has resulted in competitive pricing of products and the Indian parents are using this advantage to offer the best to their children.

India is home to the largest number of children in the world, significantly larger than the number in China. The country has 20 per cent of the 0-4 years' child population of the world. The number of live births in the country is estimated to be 27 million, which again constitutes 20% of the total number of live births in the world. Although the number of births is expected to gradually go down in the coming years, the relative load of India in the world in terms of child population is not going to lessen significantly for a long time to come. India is therefore emerging as an important world market for baby products.

The rising number of babies contributes to higher demand for baby products; however, this is strongly supported by surging income levels resulting from robust growth. In addition to these factors, rising literacy, working mothers, and aggressive marketing have also contributed to a shift in consumer behavior that allows mothers to use readymade products rather than the traditional indigenous alternatives. Retailers and manufactures are constantly involved in product innovation and development has allowed to widen the market, using new technologies and advanced marketing approaches.



"India Baby Care Market Opportunity Analysis" report gives detailed overview on the following aspect related to market:

Baby Care Market Overview

Market by Product Segment

Favorable Market Dynamics

Future Growth Opportunity

Business Model for Companies

Issues to be Resolved for Future Growth

Key Companies Business Overview & Product Portfolio



Contents

1. INDIA BABY CARE MARKET OVERVIEW

2. BABY CARE MARKET BY PRODUCT

- 2.1 Diaper
- 2.2 Hair Oil
- 2.3 Massage Oil
- 2.4 Shampoo
- 2.5 Baby Food
- 2.6 Soap
- 2.7 Baby Lotion
- 2.8 Talcum Powder
- 2.9 Apparel

3. FAVORABLE MARKET DYNAMICS

- 3.1 Broad Population Base
- 3.2 Improved Marketing & Branding Efforts
- 3.3 Increasing Purchasing Power
- 3.4 Online Availability of Products
- 3.5 Double Income Single Kid Family

4. ISSUES TO BE CONSIDERED

- 4.1 Regional & Cultural Barrier
- 4.2 Preference for Natural Products
- 4.3 Lack of Awareness & Absence of Market
- 4.4 Value & Price Sensitiveness of the Product

5. FUTURE GROWTH OPPORTUNITY

- 5.1 Organic Products
- 5.2 Entry of Private Labels
- 5.3 Dominance of Mass Segment Products
- 5.4 Rising Preference of Premium Range Products
- 5.5 Potential in Tier II & Semi Urban Market



6. BUSINESS MODEL

- 6.1 Exclusive Baby Products Outlets
- 6.2 Medical Shop
- 6.3 Online Store
- 6.4 Supermarket/Hypermarket
- 6.5 Door to Door Selling/ Direct Sales

7. COMPETITIVE LANDSCAPE

- 7.1 Dabur
 - 7.1.1 Business Overview
 - 7.1.2 Product Portfolio
- 7.2 Johnson & Johnson
 - 7.2.1 Business Overview
 - 7.2.2 Product Portfolio
- 7.3 Procter & Gamble
 - 7.3.1 Business Overview
 - 7.3.2 Product Portfolio
- 7.4 Kimberly-Clark
 - 7.4.1 Business Overview
 - 7.4.2 Product Portfolio
- 7.5 Wipro
 - 7.5.1 Business Overview
 - 7.5.2 Product Portfolio
- 7.6 Himalaya
 - 7.6.1 Business Overview
 - 7.6.2 Product Portfolio
- 7.7 Rustic Art
 - 7.7.1 Business Overview
 - 7.7.2 Product Portfolio
- 7.8 Pigeon
 - 7.8.1 Business Overview
 - 7.8.2 Product Portfolio
- 7.9 Krauter
 - 7.9.1 Business Overview
 - 7.9.2 Product Portfolio
- 7.10 Chicco
- 7.10.1 Business Overview



7.10.2 Product Portfolio



List Of Figures

LIST OF FIGURES

- Figure 1-1: Baby Care Products Market (INR Crore/US\$ Million), 2012-2018
- Figure 1-2: Baby Care Product Market Opportunity by Region
- Figure 1-3: Baby Care Market by Product Segment, 2012 & 2018
- Figure 2-1: Baby Diaper Market (INR Crore/US\$ Million), 2012-2018
- Figure 2-2: Average Spending on Diapers in Metro & Tier-II Cities, 2012 & 2018
- Figure 2-3: Baby Hair Oil Market (INR Crore/US\$ Million), 2012-2018
- Figure 2-4: Baby Massage Oil Market (INR Crore/US\$ Million), 2012-2018
- Figure 2-5: Baby Shampoo Market (INR Crore/US\$ Million), 2012-2018
- Figure 2-6: Baby Shampoo Market (INR Crore/US\$ Million), 2012-2018
- Figure 2-7: Baby Soap Market (INR Crore/US\$ Million), 2012-2018
- Figure 2-8: Baby Lotion Market (INR Crore/US\$ Million), 2012-2018
- Figure 2-9: Baby Lotion Market (INR Crore/US\$ Million), 2012-2018
- Figure 2-10: Baby Lotion Market (INR Crore/US\$ Million), 2012-2018
- Figure 3-1: Monthly Average Spend on Baby Care Products (INR/US\$), 2013 & 2018
- Figure 3-2: Monthly Average Spend on Baby Care Products by Double Income Single Kid Family (INR/US\$), 2013 & 2018
- Figure 5-1: Premium Baby Care Products Market Opportunity (INR Crore/US\$ Million), 2013-2018
- Figure 5-2: Baby Care Products Market in Tier II & III Cities (INR Crore/US\$ Million), 2013-2018
- Figure 6-1: Online Market of Baby Care Products (INR Crore/US\$ Million), 2012-2018
- Figure 6-2: Share of Online Market of Baby Care Products (%), 2012-2018



About

Recent years have witnessed a spurt in the market for baby care products in India. On the demand side, rising incomes, smaller average size of families, more women coming out towork, and better informed parents, have all contributed toward this trend. On the supply side, the opening up of the economy and the interest shown by large multinationals in theIndian growth story have ensured that Indian consumers are constantly being introduced to better and advanced products. Competition among suppliers and the emergence of China as a source for cheap alternatives has resulted in competitive pricing of products and the Indian parents are using this advantage to offer the best to their children.

India has a growing and broad based population. After China, India has the second largest population in the world. The latest Census statistics puts the Indian population at 121million people. Moreover, while China has a policy of one child per married couple, there are no such restrictions in India. Currently, the fertility rate in India is 2.54 children perwoman. India is home to the largest number of children in the world, significantly larger than the number in China. The country has xx% of the 0-4 years' child population of theworld. The number of live births in the country is estimated to be xx million, which againconstitutes xx% of the total number of live births in the world. Although the number of births is expected to gradually go down in the coming years, the relative load of India in the world in terms of child population is not going to lessen significantly for a long time tocome. India is therefore emerging as an important world market for baby products.

The rising number of babies contributes to higher demand for baby products; however, this is strongly supported by surging income levels resulting from robust growth. In addition to these factors, rising literacy, working mothers, and aggressive marketing have also contributed to a shift in consumer behavior that allows mothers to use readymade products rather than the traditional indigenous alternatives. Retailers and manufactures are constantly involved in product innovation and development has allowed to widen themarket, using new technologies and advanced marketing approaches, the contribution of changing lifestyle trends to the market, including mothers returning to work earlier giving rise to greater demand for breastfeeding equipment such as sterilizers and pumps.



I would like to order

Product name: India Baby Care Market Opportunity Analysis

Product link: https://marketpublishers.com/r/IF3E5B18991EN.html

Price: US\$ 700.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

First name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/IF3E5B18991EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

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

& Conditions at https://marketpublishers.com/docs/terms.html

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms