

India Baby Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

<https://marketpublishers.com/r/IDF354C88EBAEN.html>

Date: July 2024

Pages: 120

Price: US\$ 4,750.00 (Single User License)

ID: IDF354C88EBAEN

Abstracts

The India Baby Care Products Market size is estimated at USD 4.42 billion in 2024, and is expected to reach USD 7.71 billion by 2029, growing at a CAGR of 11.76% during the forecast period (2024-2029).

Key Highlights

Baby care products are designed to cater to the unique needs of babies and young children whose delicate skin requires special care and attention. These products are formulated to be mild and gentle, with a focus on providing hydration and nourishment to the skin while keeping it clean and comfortable. The baby skincare products market in India has witnessed significant growth in recent years. The increasing awareness among parents regarding the importance of using safe and natural products for their babies' skin has led to a rise in demand for baby skincare products.

Moreover, the growth of the e-commerce industry has made it easier for parents to access a wider range of products and purchase them online. The increasing number of women joining the workforce in India has led to a rise in demand for baby care products, as working parents have less time to follow traditional methods of infant care.

Additionally, the use of innovative product packaging and the incorporation of organic ingredients with health benefits has further boosted the demand for baby care products in India. These trends are expected to continue driving the growth of the baby care products market in India in the coming years.

The trend towards organic and herbal products is not limited to adults but is also

becoming increasingly popular among parents when it comes to their babies. This shift towards natural and organic baby products is driven by a growing awareness of the potential health benefits of using such products. Overall, the trend towards organic and herbal baby products will likely continue as more and more parents become aware of the potential benefits of using such products for their babies. This presents an opportunity for manufacturers to develop and market high-quality, organic baby products to meet the growing demand.

Furthermore, the growing health-conscious parent population significantly increases the demand for organic and fortified baby food. As a result, manufacturers are introducing new products in the market. For instance, in December 2022, Children's food brand Timios launched an organic porridge range for infants and toddlers. As per the company's statement, the porridge is made-to-order, which means they are freshly made upon receiving orders from the customers, eliminating the need for preservatives, and is made of only organic ingredients.

India Baby Care Products Market Trends

Increasing Demand for Organic and Herbal Baby Care Products

The demand for organic and herbal baby care products is increasing in the country owing to the increasing consciousness about the use of synthetic products. Indian parents give utmost importance to baby hygiene. Although a newborn baby's skin has similar structural components to an adult's, it differs in some characteristics from adult skin. Hence, appropriate care needs to be given to babies to prevent them from rashes, and allergies, and offer appropriate moisturization.

Owing to this, manufacturers are capitalizing on the rising interest of millennial parents to offer products in line with their interests. They are offering safe and effective products for newborn babies infused with organic and natural ingredients that are gentle on babies with a balanced pH.

For instance, in July 2023, Himalaya Wellness Company launched the Crème Cleansing Baby Bar, with a pH of 5.5, enriched with the nourishing properties of coconut milk protein and a blend of other natural ingredients. The product is specially formulated for newborns and babies with sensitive skin and is 100% soap-free. The market is expected to grow over the medium term, owing to the increasing demand for herbal and natural baby care products.

Increasing Demand for Moisturizers and Cleaners

The increasing awareness among consumers regarding the personal hygiene of babies, along with the growing number of working women and expanding income levels, are some factors stimulating the growth of the baby body washes and cleansing gels market in India. According to NITI Aayog, the number of employed persons in India increased from 455 million in 2018 to 522.2 million in 2022, propelling the market growth in the country.

Additionally, the Internet penetration is increasing in the country. Not only urban consumers, but consumers based in rural areas are also adding to the demand for baby moisturizers and cleansers, attributed to increasing internet penetration across the country. Owing to this, the market players are launching new moisturizers in the market.

For instance, In July 2022, BabyChakra launched its very first range of baby care products, including moisturizing baby body wash and others that are made with 100% natural and certified organic ingredients. Over the medium term, the demand for baby care products is expected to increase owing to the increasing demand for clean-label baby care products in the country.

India Baby Care Products Industry Overview

The Indian baby care products market is highly competitive, with various regional and global players holding major shares and being involved in the growth of the market. The major players expanding their business are Johnson & Johnson Inc., Nestlé SA, Procter & Gamble Company, Kimberly-Clark Corporation, and Himalaya Global Holdings Ltd, collectively holding the majority share of the overall market studied. Manufacturers are concentrating on enhancing their product quality through mergers and acquisitions and product innovation to obtain a competitive edge among other players in the Indian market. Advanced distribution networks and manufacturing expertise give an upper edge to the manufacturers to expand their range of products in the market.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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