

# Home Care Market in India 2014

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## Abstracts

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Netscribes' latest market research report titled Home Care Market in India 2014 notes how the FMCG sector has become one of the most dominant sectors of the Indian economy, boosted by rising disposable income of urban and rural populations, removal of caps on foreign investments and aggressive expansion of distribution channels by companies. It analyzes in depth the home care market, a sub-set of the FMCG industry. From being associated with utility products such as detergent bars, liquid floor phenyls, bathroom acids and liquid blue, home care market in India has experienced tremendous transformation and growth in recent times. Growing health consciousness and rising health costs have opened the market for specialty home care products that are harsh on germs, dirt and insects but have a pleasing fragrance and are harmless to humans. Increase in media penetration across urban and rural areas and rise in organized retail has created tremendous awareness about home care products and extensive distribution channels for easy availability. Changing lifestyle has also led consumers to shift from indigenous home care solutions to products that are in line with global standards.

All these factors paved the way for companies to launch products that do more than just serving utility purposes, such as dish-washing gels, liquid detergents, specialist surface cleaners, combustible room deodorizers and gel-based insect repellents. However, in this dynamic and promising market, home care companies face challenges such as the rise of private labels from retail chains, federal regulation on the ingredients of products, depreciation of the Indian rupee, rise in input costs, constant product innovation to encounter competition and the ever-changing tastes and preferences of the Indian consumers.

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