

Indian Baby Care Market Outlook to 2022

<https://marketpublishers.com/r/11E7B5DFF4EEN.html>

Date: June 2016

Pages: 75

Price: US\$ 800.00 (Single User License)

ID: 11E7B5DFF4EEN

Abstracts

The size of baby care market in India has augmented at a rapid pace since last few years. Despite being within the clutches of economic turmoil, baby care market in India had witnessed substantial growth over the last few years. During 2015, Indian baby care market has shown tremendous growth backed by growing awareness of standardized baby care products, surging disposable income due to rising working population, along with growing number of nuclear families.

Numerous players in baby care segment have been able to tap the significant potential in the smaller markets and towns, apart from their urban potential. Many international players have forayed in Indian baby care market through joint ventures, with the purpose to reduce the cost of manufacturing. Continuous investments to enhance their product diversification have been an added advantage for the market players.

Moreover, technological advancements and emergence of online platform among the parents to shop online has further intensified the boom in baby care products. New product launches and innovations in the baby care product portfolio by Indian companies have further supported the high growth prospect in the baby care segment.

High birth rates witnessed by India since decades in contrast to other developed nations, and vast population base falling within 0-4 years of age coupled with paradigm shift in the consumer behaviour have been the participatory factors behind maintaining the consistent growth momentum of baby care market.

According to our new research report “Indian Baby Care Market Outlook to 2022”, baby care market in India is still being on the pace of development, and is on a continuous transformational phase. We anticipate that the sector will post a CAGR of over 15% during 2015-2022.

Further, our report reveals that the market will witness a dramatic change in the competitive landscape over the next few years. A large number of international companies will foray into the lucrative Indian market with their diversified product portfolio. Moreover, the large untapped market in the rural areas is anticipated to witness concrete market developments, which will provide further impetus to the baby care market.

Our report is an outcome of comprehensive research and rational analysis of various segments of baby care market, including skin care, massage oil, diapers, baby food, and hair care. The report provides statistical data and analysis of the ongoing and future market trends to facilitate a deep market understanding. The future projections are made after analyzing current market scenario, past trends, and ongoing developments in the market. Most importantly, the report gives a detailed description of key players in the industry along with their strengths and weaknesses and reveals their recent activities.

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