

Indian Baby Care Market Analysis

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Abstracts

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India is one of the most attractive retail destinations around the world and hence represents a high potential and untapped market for baby care products. With growing awareness, surging income levels, and shifts in consumer behavior, the country's nascent baby care market is fast transforming into the world's fastest growing baby care market. In addition, vast population base in the age group of 0-4 years and parents' preference to spend more on baby products will further boost the demand for baby care products in the country.

According to our new research report "Indian Baby Care Market Analysis", the Indian baby care market has substantially grown over the past few years and caught the attention of many international players. India continues to enjoy a healthy birth rate compared to other economies, coupled with the increasing level of disposable income of the working class, which is expected to help the maintenance of the growth momentum in future. We anticipate that the sector will post a CAGR of over 12% during 2011-2014. Presently, the growth of the industry is being witnessed from new demand pockets, especially in Tier-II and III cities, thus, signaling growing acceptance among the masses.

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. This will lead players to invest heavily on product innovation and development to capture a significant share of the overall market. 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 “Indian Baby Care Market Analysis”, 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 SWOT analysis, and reveals their recent activities.

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