

# **India Baby Care Products Market, By Product (Personal Care, Food & Beverage, Toiletries, Others), By Distribution Channel (Store Based Retail and Non-Store Retail), By Age (By Age (Less than 12 Months, 13-24 Months, Above 24 Months-48 Months), By Region, Competition, Forecast & Opportunities, 2025**

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## **Abstracts**

India baby care products market is projected to grow at a CAGR of more than 15% during 2020 – 2025. Growth of baby care products market in India can be attributed to increasing number of working women, rising birth rate and growing number of dual income families across the country. The country's baby care products market is categorized into Toiletries, Personal Care, Food & Beverages and Others. Toiletries segment holds the largest share in the market, followed by the Personal Care segment. Both, Toiletries and Personal Care product categories, are expected to witness strong growth in the coming years, and consequently, continue their market dominance through 2025.

Rising investments on research & development activities by leading baby care product players are expected to positively influence the market in the coming years. South region dominated the country's baby care products market in 2019, however, the North region is expected to emerge as the fastest region during the forecast period.

Some of the major players operating in the country's baby care products market include Johnson & Johnson Private Limited, Procter & Gamble Home Products Private Limited, Unicharm India Private Limited, Nestle India Ltd , The Himalaya Drug Company, Nutricia International Pvt Limited, Me & Moms Private Limited, Rhea Retail Pvt Ltd, Artsana India Private Limited, and Mead Johnson Nutrition (India) Private Limited.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

Objective of the Study:

To analyze and forecast the market size of India baby care products market.

To classify and forecast India baby care products market based on category, by age, regional distribution and company.

to identify drivers and challenges for India baby care products market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India baby care products market.

To conduct pricing analysis for India baby care products market.

To identify and analyze the profile of leading players involved in the India baby care products market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of baby care product manufacturers operating in India. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and the presence of all major manufacturers across India.

TechSci Research calculated the market size of the India baby care products market using a bottom-up approach, wherein data for various segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

#### Key Target Audience:

Baby care product manufacturers, suppliers, distributors and other stakeholders

Organizations, forums and alliances related to baby care products

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### **REPORT SCOPE:**

In this report, India baby care products market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Category

Toiletries

Personal Care

Food & Beverages

Others (Feeding & Nursing Products, Bathing Accessories, etc.)

## Market, By Distribution Channel

Store Based Retail

Non-Store Retail

## Market, By Age

0-12 Months

13-24 Months

24-48 Months

## Market, By Region:

South

North

West

East

## COMPETITIVE LANDSCAPE

**Company Profiles:** Detailed analysis of the major companies present in India baby care products market.

### Available Customizations

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

### Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

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