

# **India Baby Care Products Market By Product Type (Personal Care, Food & Beverage, Toiletries, Others), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/IE476F725876EN.html>

Date: April 2025

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: IE476F725876EN

## **Abstracts**

India Baby Care Products Market was valued at USD 4.43 Billion in 2024 and is projected to reach USD 8.46 Billion by 2030, growing at a CAGR of 11.39%. Market growth is being driven by increasing disposable incomes, heightened awareness of infant hygiene, and a rising number of young parents. Urbanization and digital influence have led to greater demand for premium, natural, and chemical-free baby products. Categories such as skincare, haircare, food, diapers, and toiletries are expanding rapidly. Leading players are focusing on innovation and sustainable packaging to appeal to environmentally aware consumers. Additionally, the rise of e-commerce has improved product availability and accessibility across both urban and semi-urban regions.

### **Key Market Drivers**

#### **Rising Disposable Income and Changing Lifestyles**

India's growing middle- and upper-middle-income segments are significantly boosting demand in the baby care products market. With per capita disposable income rising from USD 2.11 thousand in 2019 to USD 2.54 thousand in 2023, parents are increasingly inclined to purchase high-quality products that promote the health and comfort of their children. Changing urban lifestyles, along with the prevalence of dual-income households, have led to a preference for premium and convenience-oriented products, including organic skincare, modern feeding solutions, and ergonomic

accessories. This trend is spreading beyond metros into Tier II and Tier III cities, creating a broader consumer base and driving nationwide market growth.

## Key Market Challenges

### Price Sensitivity and Affordability in Tier II and Tier III Markets

A major obstacle in expanding the reach of baby care products across India is the high level of price sensitivity in lower-income and semi-urban segments. While premium products are gaining traction in urban areas, many consumers outside metropolitan cities continue to prioritize cost over brand or quality. For this demographic, baby care items—especially those marketed as organic or imported—are often viewed as luxury rather than necessity. The challenge is compounded by the dominance of low-cost, unbranded alternatives, which maintain strong presence in local markets. High production costs and limited pricing flexibility make it difficult for premium brands to penetrate these regions effectively, slowing their overall market expansion.

## Key Market Trends

### Surge in Demand for Organic, Natural, and Chemical-Free Products

A notable trend in India's baby care market is the increasing shift towards organic and toxin-free products. Modern consumers, particularly younger parents, are showing strong preference for baby care solutions that are free from harmful chemicals like parabens, sulfates, and synthetic fragrances. This demand has led to the growth of brands offering certified organic and dermatologically safe items. Companies such as Mamaearth, The Moms Co., and Himalaya are responding with extensive ranges of clean-label baby products, while global names like Johnson & Johnson are reformulating to align with this consumer shift. Growing awareness through health experts, social media, and influencers has further accelerated the popularity of natural products. Simultaneously, sustainable and biodegradable packaging is gaining acceptance as part of a larger move toward eco-conscious parenting.

## Key Market Players

Nestle SA

Procter & Gamble Co.

Unicharm Corporation

Danone SA

Kimberly-Clark Corporation

Unilever PLC

Johnson & Johnson

Himalaya Global Holdings Ltd

Honasa Consumer Pvt. Ltd

Daxal Cosmetics Private Limited

#### Report Scope:

In this report, the India Baby Care Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Baby Care Products Market, By Product Type:

Personal Care

Food & Beverage

Toiletries

Others

India Baby Care Products Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

India Baby Care Products Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Baby Care Products Market.

Available Customizations:

India Baby Care Products Market report 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).

## Contents

### 1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### 2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### 4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

### 5. INDIA BABY CARE PRODUCTS MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type (Personal Care, Food & Beverage, Toiletries, Others)

5.2.2. By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

## 5.3. Market Map

# 6. INDIA PERSONAL CARE PRODUCTS MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Sales Channel

# 7. INDIA FOOD & BEVERAGE PRODUCTS MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By Sales Channel

# 8. INDIA TOILETRIES PRODUCTS MARKET OUTLOOK

## 8.1. Market Size & Forecast

8.1.1. By Value

## 8.2. Market Share & Forecast

8.2.1. By Sales Channel

# 9. MARKET DYNAMICS

## 9.1. Drivers

## 9.2. Challenges

# 10. MARKET TRENDS & DEVELOPMENTS

10.1. Merger & Acquisition (If Any)

10.2. Product Launches (If Any)

10.3. Recent Developments

## **11. PORTERS FIVE FORCES ANALYSIS**

- 11.1. Competition in the Industry
- 11.2. Potential of New Entrants
- 11.3. Power of Suppliers
- 11.4. Power of Customers
- 11.5. Threat of Substitute Products

## **12. INDIA ECONOMIC PROFILE**

## **13. POLICY & REGULATORY LANDSCAPE**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Company Profiles
  - 14.1.1. Nestle SA
    - 14.1.1.1. Business Overview
    - 14.1.1.2. Company Snapshot
    - 14.1.1.3. Products & Services
    - 14.1.1.4. Financials (As Per Availability)
    - 14.1.1.5. Key Market Focus & Geographical Presence
    - 14.1.1.6. Recent Developments
    - 14.1.1.7. Key Management Personnel
  - 14.1.2. Procter & Gamble Co.
  - 14.1.3. Unicharm Corporation
  - 14.1.4. Danone SA
  - 14.1.5. Kimberly-Clark Corporation
  - 14.1.6. Unilever PLC
  - 14.1.7. Johnson & Johnson
  - 14.1.8. Himalaya Global Holdings Ltd
  - 14.1.9. Honasa Consumer Pvt. Ltd
  - 14.1.10. Daxal Cosmetics Private Limited

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

## I would like to order

Product name: India Baby Care Products Market By Product Type (Personal Care, Food & Beverage, Toiletries, Others), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/IE476F725876EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/IE476F725876EN.html>