

India Dishwashing Detergent Market, By Type (Dishwashing Bars, Dishwashing Liquid, Dishwashing Powder, Others), By End Use (Residential and Commercial & Institutional), By Distribution Channel (Independent Stores/ Grocery Stores, Departmental Stores, Supermarket/Hypermarket, Online & Others), By Region, Competition, Forecast & Opportunities, FY2027

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Abstracts

India dishwashing detergent market was valued at USD578.73 million in FY2021 and is expected to reach USD1340.12 million by FY2027, growing at a CAGR of over 15.31% by value through FY2027. Growth of the dishwashing detergent market in India can be attributed to increasing changing consumer lifestyle as people are getting more hygiene conscious day by day due to COVID-19 outbreak and other diseases. Moreover, rising disposable income, increasing kitchen hygiene and food safety are also the driving factors for the India dishwashing detergent market.

The dishwashing detergent market in India is segmented based on type, end use, distribution channel, region, and company. In terms of type, the market is segmented into dishwashing bars, dishwashing liquid, dishwashing powders, and others. Dishwashing bars, followed by dishwashing liquid, dominated the dishwashing detergent market because it is less messy than dishwashing bars and causes low skin irritation and stops the transfer of bacteria from hands to the dishes.

In terms of distribution channel, the market is categorized into independent stores/grocery stores, hypermarket/supermarket, departmental stores, online and

others. Among which independent stores/grocery stores, accounted for the majority share in FY2021 in India dishwashing detergent market.

Region-wise, North India dominated the country's dishwashing detergent market in FY2021 due to largest number of population and more disposable income. In addition, the region is expected to maintain its dominance during the forecast period, followed by West India. The growth in North and West regions has been largely led by the domestic factors such as growing demand for dishwashing bars and dishwashing liquid from states like Bangalore, Pune, Maharashtra, and Delhi.

Major companies that are leading the dishwashing detergent market are Hindustan Unilever Limited, Jyothy Laboratories Limited, Rohit Surfactants Private Limited, Fena (P) Limited (INDIA), Patanjali Ayurved Limited & Others. Companies are constantly involved in product innovations and new product launches to capture India dishwashing detergent market. Companies like Wipro Customer Care & Lighting have launched the product, Giffy, pan India to capture the liquid dishwash market. They are involved in massive advertisements like using social media, billboards, print media and promotional strategy, by providing refill packs to save consumer's money. Known brand of Unilever, Vim, is one of the earliest products and with the passage of time it keeps innovating itself to add value to the product and attract new consumers. They have a wider variety of offerings as a part of its marketing mix product portfolio. Earlier, it used to be as a normal dishwashing soap. Then the product was reintroduced with lemon extracts which gave the soap, smell of lemon and is used to clean the non-stick utensils better. Later, they added a polythene coating around the bar as the soap would get mushy after few days of use. This made the life of the soap longer and attracted many consumers. This coating technology was patented by Unilever only.

Years considered for this report:

Historical Years: FY2017-FY2020

Base Year: FY2021

Estimated Year: FY2022

Forecast Period: FY2023-FY2027

Objective of the Study:

India Dishwashing Detergent Market, By Type (Dishwashing Bars, Dishwashing Liquid, Dishwashing Powder, Others)...

To analyze the historical growth in the market size of the India dishwashing detergent market.

To define, classify and forecast India dishwashing detergent market based on type, end use, distribution channel, region and company.

To scrutinize the detailed market segmentation and forecast the market size in terms of value by segmenting India dishwashing detergent market into four regions, namely North, West, East, and South.

To strategically profile the leading players, which are involved in the supply of dishwashing detergent market in India.

TechSci Research performed primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of dishwashing detergent manufacturers and suppliers 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 was able to include manufacturers that could not be identified due to the limitations of secondary research. TechSci Research analyzed product offerings, end-use sectors, and the regional presence of all major dishwashing detergent players operating across the country.

TechSci Research calculated the market size of the India dishwashing detergent market using a bottom-up & top-down approach, wherein data for various product type segments were recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these product types, end use sectors and 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:

Dishwashing detergent manufacturers, suppliers, distributors, and other stakeholder

Associations, organizations, associations, and alliances related to dishwashing

detergent

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, suppliers, and partners, end-users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

India Dishwashing Detergent Market, By Type:

Dishwashing Bars

Dishwashing Liquid

Dishwashing Powders

Others

India Dishwashing Detergent Market, By End-Use:

Residential

Commercial & Institutional

India Dishwashing Detergent Market, By Distribution Channel:

Independent Stores/ Grocery Stores

Departmental Stores

Hypermarket /Supermarket

Online

Others

India Dishwashing Detergent Market, By Region:

North

West

East

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India dishwashing detergent 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:

Channel Partner Analysis:

Detailed list of distributors and dealers across the country.

Company Information

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

Product Information

India Dishwashing Detergent Market, By Type (Dishwashing Bars, Dishwashing Liquid, Dishwashing Powder, Others)...

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