

India Eco-Friendly Home Hygiene Products Market, By Type (Floor Cleaner, Detergent Liquid, Dishwash Gel, Toilet Cleaner, Glass & Multi-surface Cleaner, Vegetable & Fruit Wash, Others), By Distribution Channel (General Trade, Online, Modern Trade), By Region, Competition, Forecast & Opportunities, FY2017-FY2027

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Abstracts

India eco-friendly home hygiene products market was valued at USD12.93 million in the year 2021 and is anticipated to grow with CAGR 32.90% in the forecast years, 2022-2027, to reach USD74.05 million by 2027. The India eco-friendly home hygiene products market growth is anticipated to grow on the backbones of factors like increasing concerns among the population regarding safety measures and health benefits of keeping homes clean. Changing lifestyles and markets flooding with innovative products is driving the growth of the India eco-friendly home hygiene products market in the upcoming five years. Government initiatives and favorable schemes toward manufacturing and promotions of eco-friendly home hygiene products and health campaigns run by governmental and non-governmental organizations further support the growth of the India eco-friendly home hygiene products market in the next five years. The advantage of the product toward the environment as causing minimum environment degradation, being produced in environment-friendly methods and processes, is further substantiating the growth of the India eco-friendly home hygiene products market in the future five years. Furthermore, the presence of toxic chemicals, as well as the bad odor in chemicals, which has left consumers desiring more from household green cleaning products, increased product innovation, and recyclable packaging offered by market players, are some of the major factors driving the growth of the India eco-friendly home hygiene products market in the forecast years, until 2027.

The India eco-friendly home hygiene products market is segmented based on type, distribution channel, regional distribution, and competitive landscape. Based on type, the market is further fragmented into floor cleaner, detergent liquid, dishwasher gel, toilet cleaner, glass & multi-surface cleaner, vegetable & fruit wash, others. Detergent liquid is anticipated to hold the largest revenue shares of the market and dominate the market segment in the upcoming five years on account of increasing demand for the product being more environment friendly over traditional detergents in the market. Surging requirement for organic cleaning products and environment-friendly degradation of the cleaning products further substantiate the growth of the sub-segment and the growth of the India eco-friendly home hygiene products market in the forecast years.

GlobalBees Brands Pvt. Ltd. (The Better Home), Aditya Renewtech LLP (GreenWorx), Rutu Biosys Private Limited (Biodoc), Be Better Personal Care Private Limited (Born Good), GreenPledge Products Pvt. Ltd. (PureCult), Pon Pure Chemical India Private Limited (Vooki), Seventh Generation, Inc., Harvestwild Organic Solutions Private Limited (BubbleNut Wash), Herbal Strategi Homecare Pvt. Ltd, Organica Biotech Pvt. Ltd., Triveni Engineering & Industries Ltd. (SuperGuard), etc., are among the major market players in the India platform that lead the market growth of the India eco-friendly home hygiene products market.

Years considered for this report:

Historical Years: 2017-2020

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2023-2027

Objective of the Study:

To analyze and estimate the market size of India eco-friendly home hygiene products market from 2017 to 2021.

To estimate and forecast the market size of India eco-friendly home hygiene products market from 2022 to 2027 and growth rate until 2027.

To classify and forecast India eco-friendly home hygiene products market based on type, distribution channel, regional distribution, and competitive landscape.

To identify dominant region or segment in the India eco-friendly home hygiene products market.

To identify drivers and challenges for India eco-friendly home hygiene products market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in India eco-friendly home hygiene products market.

To identify and analyze the profile of leading players operating in India eco-friendly home hygiene products market.

To identify key sustainable strategies adopted by market players in India eco-friendly home hygiene products market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the country. 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 manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of India eco-friendly home hygiene products market using a bottom-up approach, wherein data for various end-user 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 of these product types and applications 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:

Manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to eco-friendly home hygiene products

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

Report Scope:

In this report, India eco-friendly home hygiene products market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

India Eco-friendly home hygiene products Market, By Type:

Floor Cleaner

Detergent Liquid

Dishwash Gel

Toilet Cleaner

Glass & Multi-surface Cleaner

Vegetable & Fruit Wash

Others

India Eco-friendly home hygiene products Market, By Distribution Channel:

General Trade

Online

Modern Trade

India Eco-friendly home hygiene products Market, By Region:

North

South

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India eco-friendly home hygiene 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).

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