

Home Care in India

Market Direction | 2023-02-15 | 57 pages | Euromonitor

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Report description:

In 2022, Indian consumers returned to their normal daily lives on the back of a major easing in the severity of the COVID-19 pandemic, which allowed for the full resumption of mobility. This supported double-digit current value growth in overall home care, as well as stimulating better performances for certain home care categories compared with the previous year. These included laundry care and polishes, as the usage occasions for such products increased significantly due to the return to work,...

Euromonitor International's Home Care in India market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Home Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Home Care in India
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List Of Contents And Tables

HOME CARE IN INDIA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2017-2022

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2017-2022

Table 3 Sales of Home Care by Category: % Value Growth 2017-2022

Table 4 NBO Company Shares of Home Care: % Value 2018-2022

Table 5 LBN Brand Shares of Home Care: % Value 2019-2022

Table 6 Distribution of Home Care by Format: % Value 2017-2022

Table 7 Distribution of Home Care by Format and Category: % Value 2022

Table 8 Forecast Sales of Home Care by Category: Value 2022-2027

Table 9 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Price rises and return to normal lives drive growth in laundry care in 2022

Some consumers down-trade to standard and value for money formats to tackle inflationary pressure

Offline channels see growth due to easing of restrictions, while e-commerce increases strongly due to convenience and offers

PROSPECTS AND OPPORTUNITIES

Convenience-seeking and time-pressed consumers set to benefit sales of liquid detergents in the forecast period

Habit persistence, coupled with affordability, creates a challenge for premium laundry care offerings

Increasing mobile internet penetration and quick commerce will drive further expansion of e-commerce

CATEGORY INDICATORS

Table 10 Household Possession of Washing Machines 2017-2022

CATEGORY DATA

Table 11 Sales of Laundry Care by Category: Value 2017-2022

Table 12 Sales of Laundry Care by Category: % Value Growth 2017-2022

Table 13 Sales of Laundry Aids by Category: Value 2017-2022

Table 14 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 15 Sales of Laundry Detergents by Category: Value 2017-2022

Table 16 Sales of Laundry Detergents by Category: % Value Growth 2017-2022

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Table 17 NBO Company Shares of Laundry Care: % Value 2018-2022
Table 18 LBN Brand Shares of Laundry Care: % Value 2019-2022
Table 19 □NBO Company Shares of Laundry Aids: % Value 2018-2022
Table 20 □LBN Brand Shares of Laundry Aids: % Value 2019-2022
Table 21 □NBO Company Shares of Laundry Detergents: % Value 2018-2022
Table 22 □LBN Brand Shares of Laundry Detergents: % Value 2019-2022
Table 23 □Forecast Sales of Laundry Care by Category: Value 2022-2027
Table 24 □Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

DISHWASHING IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing premiumisation, with a move towards the liquid format, benefits hand dishwashing in 2022
Commercialisation of natural ingredients intensifies, to capitalise on ingredient-led purchases
Return of domestic help limits the growth of automatic dishwashing

PROSPECTS AND OPPORTUNITIES

Rising out-of-home consumption and demand for food delivery aggregators will challenge growth
Consumer perception and high price barriers to stronger growth in automatic dishwashing
Private label to intensify the competition in dishwashing in the forecast period

CATEGORY INDICATORS

Table 25 Household Possession of Dishwashers 2016-2021

CATEGORY DATA

Table 26 Sales of Dishwashing by Category: Value 2017-2022
Table 27 Sales of Dishwashing by Category: % Value Growth 2017-2022
Table 28 NBO Company Shares of Dishwashing: % Value 2018-2022
Table 29 LBN Brand Shares of Dishwashing: % Value 2019-2022
Table 30 Forecast Sales of Dishwashing by Category: Value 2022-2027
Table 31 Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

SURFACE CARE IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Drastic easing of the severity of the virus limits uptake of home care disinfectants
Brands ramp up promotional and awareness campaigns to maintain usage occasions for surface care products
Demand for floor cleaners remains resilient due to Indian consumers' cleaning habits

PROSPECTS AND OPPORTUNITIES

Multiple usage occasions to drive the growth of surface care in the forecast period
Increased focus on fragrances in floor cleaners to enhance the customer experience
Price-conscious consumers to support the uptake of combo packs

CATEGORY DATA

Table 32 Sales of Surface Care by Category: Value 2017-2022
Table 33 Sales of Surface Care by Category: % Value Growth 2017-2022
Table 34 NBO Company Shares of Surface Care: % Value 2018-2022
Table 35 LBN Brand Shares of Surface Care: % Value 2019-2022
Table 36 Forecast Sales of Surface Care by Category: Value 2022-2027
Table 37 Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

TOILET CARE IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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Toilet liquids/foam remains dominant in toilet care

Low-priced SKUs, coupled with government initiatives, benefit manufacturers

Players change the formulation of toilet care products to enhance the customer experience

PROSPECTS AND OPPORTUNITIES

Steady growth in the forecast period, on the back of government initiatives and increased consumer knowledge

Competition from substitutes, coupled with the dominance of Indian format toilets, acts as a challenge

Convenience-seeking consumers set to drive growth of premium toilet care formats

CATEGORY DATA

Table 38 Sales of Toilet Care by Category: Value 2017-2022

Table 39 Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 40 NBO Company Shares of Toilet Care: % Value 2018-2022

Table 41 LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 42 Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 43 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

POLISHES IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shoe polish sees recovery in its value sales in 2022

Small local grocers dominates distribution on the back of easy accessibility

Manufacturers increasingly incline towards the spray format to drive demand for furniture polish

PROSPECTS AND OPPORTUNITIES

Lifestyle changes to limit the growth of polishes

Shoe polish to remain a consolidated category over the forecast period

Limited promotional campaigns likely to hamper growth

CATEGORY DATA

Table 44 Sales of Polishes by Category: Value 2017-2022

Table 45 Sales of Polishes by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Polishes: % Value 2018-2022

Table 47 LBN Brand Shares of Polishes: % Value 2019-2022

Table 48 Forecast Sales of Polishes by Category: Value 2022-2027

Table 49 Forecast Sales of Polishes by Category: % Value Growth 2022-2027

AIR CARE IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Odour neutralisers remain popular, amidst strong reach and habit persistence

Inflationary pressure hampers the recovery of air care categories perceived as discretionary

Companies focus on gel format to further drive consumer demand for air care

PROSPECTS AND OPPORTUNITIES

Move beyond functional benefits to drive demand in air care

Leaders set to maintain their positions, but price-consciousness will support sales of private label products

Focus on natural ingredients and local fragrances to offer opportunities

CATEGORY DATA

Table 50 Sales of Air Care by Category: Value 2017-2022

Table 51 Sales of Air Care by Category: % Value Growth 2017-2022

Table 52 Sales of Air Care by Fragrance: Value Ranking 2020-2022

Table 53 NBO Company Shares of Air Care: % Value 2018-2022

Table 54 LBN Brand Shares of Air Care: % Value 2019-2022

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Table 55 Forecast Sales of Air Care by Category: Value 2022-2027

Table 56 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

HOME INSECTICIDES IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Reduced severity of pandemic limits the growth of home insecticides

Mosquito repellent sticks negatively impact demand for insecticide coils

Manufacturers leverage promotional campaigns to try and drive uptake of electric home insecticides

PROSPECTS AND OPPORTUNITIES

Seasonal demand and competition from substitutes are challenges for manufacturers

Spray/aerosol insecticides offers an attractive opportunity for growth in the forecast period

Changes in lifestyle to hamper demand for insecticide coils

CATEGORY DATA

Table 57 Sales of Home Insecticides by Category: Value 2017-2022

Table 58 Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 59 Sales of Spray/Aerosol Insecticides by Type: % Value 2017-2022

Table 60 NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 61 LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 62 Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 63 Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

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