

India Baby Care Products Market Report and Forecast 2023-2028

Market Report | 2023-09-25 | 158 pages | EMR Inc.

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Report description:

India Baby Care Products Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the India baby care products market witnessed a heightened growth in the historical period. Aided by the burgeoning middle class, rising awareness about infant health, and the significant role of e-commerce, the market is projected to further grow at a CAGR of 7.5% between 2023 and 2028 to reach a value of USD 17.8 billion by 2028.

Baby care products, encompassing a wide range of items from diapers, skincare products, and baby food to toys, have become quintessential in ensuring the health, safety, and comfort of infants and toddlers. As India witnesses a notable rise in its young population, there's a corresponding surge in demand for high-quality baby care products.

The rising disposable income of the middle class in India, combined with increasing urbanisation, has played a pivotal role in shaping the India baby care product market outlook. With more dual-income households and heightened exposure to global trends, Indian parents are becoming progressively conscious about ensuring the best for their children, which extends to choosing premium quality products for baby care.

Furthermore, the ever-increasing penetration of the internet and the subsequent boom of e-commerce platforms have democratised access to a plethora of baby care brands and products, which were previously hard to procure in the Indian subcontinent. Online platforms are not only offering a broader product range but also ensuring easy accessibility even in tier 2 and tier 3 cities.

According to the India baby care product market analysis, the skincare segment for babies, including lotions, oils, and creams, has seen substantial growth. Indian parents are becoming increasingly aware of the delicate nature of baby skin and the need for products specifically formulated for them. Brands focusing on organic and natural ingredients have found particular favour, driven by parental concern about chemicals and their potential harm.

Another domain witnessing significant traction is the organic baby food sector. With mounting concerns about the quality of food and the rise of lifestyle diseases, there's a pronounced shift towards organic and preservative-free baby food options, ensuring optimal nutrition without any associated health risks.

The diaper market, both disposable and cloth-based, is also on a growth trajectory. With the increasing pace of life and the

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convenience factor associated, disposable diapers are gaining popularity. However, environmentally conscious parents are also exploring cloth diapers, leading to the co-growth of both sectors.

Safety, which is paramount when it comes to babies, has spurred the India baby care product market demand, encompassing products like car seats, strollers, and baby monitors. With urban parents frequently on the move, products ensuring baby safety during travel are becoming indispensable.

Market Segmentation

The market can be divided based on type, price range, distribution channel, metropolitan city, and region.

Market Breakup by Type

- Baby Toiletries
 - o□ Diapers
 - o□ Wipes
- Baby Skin Care Products
 - o□ Lotions
 - o□ Powder
 - o□ Creams/Ointments/Jellies
 - o□ Massage Oils
- Bath Products
 - o□ Bubble Baths and Shower Gels
 - o□ Soaps
- Baby Hair Care Products
 - o□ Shampoos
 - o□ Hair Oils
 - o□ Conditioners/Detanglers

Market Breakup by Price Range

- Premium
- Economy

Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Convenience Stores
- Pharmacies
- Online
- Others

Market Breakup by Metropolitan City

- Mumbai
- Chennai
- Delhi-NCR
- Kolkata
- Hyderabad
- Bangalore
- Pune
- Ahmedabad
- Others

Market Breakup by Region

- North India
- East India
- West India
- South India

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Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the India baby care products market. Some of the major players explored in the report by Expert Market Research are as follows:

- Procter & Gamble Hygiene & Health Care
- Unicharm India Private Limited
- Kimberly-Clark India Pvt Ltd.
- Johnson & Johnson Private Limited
- Himalaya Wellness Company
- Hindustan Unilever Limited
- Artsana India Private Limited
- Piramal Pharma Limited
- Dabur India Limited
- Pigeon India Pvt. Ltd
- Honasa Consumer Limited
- Nobel Hygiene Pvt. Ltd.
- USV Private Limited
- Bio Veda Action Research Co.
- Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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