

**India Water Absorbent Polymers Market Assessment, By Raw Material [Sodium polyacrylate, Potassium polyacrylate and Others], By Form [Granules, Powder, Flakes, Liquid, Gel and Others], By Production Process [Gel polymerization, Suspension polymerization and Solution polymerization], By Application [Hygiene Products, Refrigerant foods, Construction materials, Cable wrapping tapes, Horticulture, Medical bandages, Drought Management, Motionless Waterbeds and Others], By Distribution Channel [Online and Offline], By End-use Industry [Personal Care & Hygiene, Pharmaceutical & Medical, Electrical & Electronics, Agriculture, Construction & Civil Engineering and Others], By Region, Opportunities, and Forecast, FY2017-FY2031F**

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**Report description:**

India water absorbent polymers market size was valued at USD 671.6 million in FY2023, which is expected to grow to USD 1094.91 million in FY2031 with a CAGR of 6.3% during the forecast period between FY2024 and FY2031. The Indian market for water-absorbent polymers is driven by a convergence of vital factors that address the nation's agricultural difficulties, changing consumer preferences, and environmental concerns. By enhancing soil moisture retention, preventing drought, and maximizing

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crop productivity, these polymers play a crucial role in agriculture and support India's efforts to implement effective and sustainable water management techniques. In addition, the demand for water-absorbent polymers in personal care products has increased due to rising disposable income and increased awareness of hygiene products. Urban landscaping initiatives have also supported the demand for water-absorbent polymers, highlighting the importance of efficient water use in creating vibrant green spaces.

Moreover, these polymers improve the quality and durability of structures, which benefits the construction industry.

Water-absorbent polymers align with government initiatives to support sustainable agriculture and lessen water scarcity, which coincides with growing environmental awareness. These polymers are continuously improved through ongoing research and development efforts highlighting their crucial role in India's multifaceted pursuit of agricultural resilience, consumer well-being and environmental progress.

#### Strong Hygiene Requirement

Water-absorbent polymers are utilized in hygiene products such as diapers, adult incontinence products, and sanitary napkins. The demand for such products has been boosted in India by rising awareness and increasing disposable income. The growing awareness for self-hygiene, coupled with the impact of COVID-19, has contributed to a rise in the consumption of hygiene products such as tissues and wet tissues, leading to the rising demand for water-absorbent polymers.

Moreover, the growing population of infants and the aging population in the country is the major driving factor behind the rising demand for water-absorbent polymers in India as sanitary items such as diapers increase. For instance, people aged 60 years and above were 10.7% of the total Indian population in FY2023, and according to the Economic and Social Commission of Asia and Pacific (ESCAP) while the number of people aged 60+ in India is about reach 12.9% of the total Indian population in 2030 which is expected to increase the requirement of water-absorbent polymers in India.

#### Growing Electronic and Cabling

Electrical devices susceptible to moisture damage include control panels and communication systems. By absorbing excess moisture, water-absorbent polymers can assist in maintaining a controlled environment by lowering the possibility of short circuits, corrosion, and other problems. Water-absorbent polymers are usually used to prevent moisture intrusion into underground electrical cables. These polymers act as a barrier that keeps water from getting to the cables, extending their lifespan and improving system reliability overall.

For instance, the low voltage (LV) and high voltage (HV) power cables witnessed growth of 32% on the back of increased domestic and export demand. At the same time, the long-distance (LD) and half-wave (HW) witnessed a 17% increase due to a rise in the real estate sector during 2022. This substantial improvement in the performance of the electrical and cabling sector in India strengthens the demand for water-absorbent polymers in the country.

#### Impact of COVID-19

The COVID-19 pandemic severely disrupted many industries, including the water-absorbent polymer market in India. Supply chain disruptions, logistical difficulties, and economic uncertainties caused demand and production changes. Lockdowns and limitations impacted manufacturing processes, distribution systems, and the accessibility of raw materials and finished goods.

Even though sectors like agriculture and construction witnessed varied disruption during the pandemic, the demand from the hygiene and personal care sectors increased. Moreover, the pandemic highlighted the significance of sustainable agriculture and water management, increasing interest in water-absorbent polymers for effective water use and crop production.

#### Impact of Russia-Ukraine War

Global supply chain disruption and changes in geopolitical dynamics have impacted the Indian water absorbent polymers market. The conflict's trade disruptions and restrictions have impacted the supply and price of crucial raw materials for water-absorbent polymers. Downstream sectors like construction witnessed reduced foreign investments due to the ongoing conflict. However, the agriculture sector had growth opportunities due to this war as India stepped by to meet the global export needs previously met by Russia and Ukraine. For instance, India's wheat export doubled during 2022 compared to 2021-this rise in agriculture performance is likely to raise the demand for water-absorbent polymers in India.

#### Key Players Landscape and Outlook

Due to a lack of available licensing, key industry players are developing proprietary production techniques for water-absorbent polymers in India. This tactical choice highlights the significance of the market and promotes creativity and specialized solutions.

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Such independent process development promises to produce various competitive products that cater to regional needs in all industries that depend on these polymers.

For instance, The Propylene Derivatives Petrochemical Complex at Bharat Petroleum Corporation Limited's Kochi refinery shipped the first domestic superabsorbent polymer, created by the end-to-end process to produce hygienic water absorbent polymer in July 2022.

India's water-absorbent polymers market has a bright future thanks to several factors highlighting its importance and expansion potential. The demand for water-absorbent polymers in agriculture is expected to increase as India struggles with inconsistent rainfall patterns and water scarcity, providing a solution for improved soil moisture retention, increased crop yield, and drought mitigation. Consumer demand will be fuelled by rising awareness of personal care and hygiene products and urban development initiatives emphasizing green spaces. The construction sector will also use these polymers to improve durability and structural integrity. Government initiatives for sustainable agriculture and water management will further accelerate the use of water-absorbent polymers.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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