

## **India Baby Care Products Market Growth Analysis - Forecast Trends and Outlook (2025-2034)**

Market Report | 2025-08-11 | 138 pages | EMR Inc.

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### **Report description:**

The India baby care products market attained a value of USD 7.30 Billion in 2024. The market is expected to grow at a CAGR of 15.30% in the forecast period of 2025-2034 to attain USD 30.31 Billion by 2034.

#### India Baby Care Products Market Growth

Baby care products are goods meant for babies and children under three. Baby shampoos , baby washes, baby lotions, baby oils, baby powders, and baby creams are all examples of baby products. An increasing awareness about baby hygiene and health, expanding urban population, and rising disposable income among parents leading to a higher demand for convenience-oriented baby care items.

Additionally, the influence of social media and celebrity endorsements, coupled with a shift towards premium and specialised baby care products, are also significant contributors to the India baby care products market value. The market is further bolstered by innovations in product formulations, packaging, and distribution channels, catering to the evolving needs and preferences of modern parents in India.

#### Key Trends and Recent Developments

Growing preference for natural and organic baby care products, innovations in product features, and growth of e-commerce are impacting the market development

January 2024

Unicharm's MamyPoko brand surpassed Procter & Gamble's Pampers to become the largest diaper company in India by sales in

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FY23. MamyPoko's diaper revenues grew 28% to reach INR 3,022 crore, while Pampers' diaper sales were INR 2,422 crore, thus increasing the India baby care products industry revenue.

October 2022

R for Rabbit launched 'Pure & Beyond' Baby Care Line, which features organic and plant-based products for baby skin and body care. The products are dermatologically tested and ensures a balanced pH value of 5.5 and no harmful chemicals.

October 2022

Baby Forest launched ayurvedic baby care brand, which offers a range of natural, toxin-free products including massage oils, diaper rash creams, and mosquito repellents. The products are made with Ayurvedic herbs, oils, and cleansers suitable for both babies and mothers.

Preference for natural and organic products

There is a growing preference among Indian parents for natural and organic baby care products for babies' delicate skin. Brands like Mamaearth and The Moms Co. have gained popularity for their range of natural and toxin-free baby care products, supporting the baby care products market share in India.

Surge in online shopping

The India baby care products market has witnessed a significant increase in online shopping, with platforms like FirstCry and Amazon India offering a wide selection of baby care products. This trend has been further accelerated by the pandemic, prompting parents to rely more on online channels for their baby care needs.

Innovations in product features and formulations

Leading brands such as Pampers and Johnson's Baby are continuously innovating their product offerings to introduce features like wetness indicators in diapers, and customised formulations for specific skin conditions in baby lotions. These innovations provide enhanced safety and comfort for infants.

India Baby Care Products Market Trends

India's increasing population of working women contributes significantly to the demand of baby care goods, rendering it one of the fastest-growing markets in the world. Government policies and programmes aimed at improving infant welfare are also projected to boost India baby care products market development.

Moreover, market players stimulate consumer demand by increasing awareness about child feeding, sanitation, and protection in urban areas. Due to increased market awareness and disposable income, the baby care products demand in India has increased in recent years. Furthermore, the demand for fortified baby food in India is increasing, owing to growing consciousness among Indian parents about the importance of fulfilling their children's nutritional needs.

Industry Outlook

A Growing Working-Class Population and the Rise of E-commerce

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The composition of the middle class in India has undergone a significant transformation from 2018 to the present, with projections indicating continued changes by 2030. In 2018, the majority of the population (43%) was classified as poor, 33% were middle class, 21% the upper middle class, and the rich to 3%. Projections for 2030 indicate that the middle class will comprise 34% of the population, the upper middle class 44%, and the rich 7%, with the poor segment shrinking to 15%. The expanding middle class and upper middle class signify increased disposable incomes and changing consumption patterns, aiding the growth of the India baby care products industry. Parents with higher disposable incomes are more likely to invest in premium baby care products that offer enhanced safety, quality, and convenience.

#### Baby Care Products Industry Statistics in India

According to the Report of the Technical Group on Population Projections for India and States, Ministry of Health & Family Welfare, July 2020, the number of people in the working age group (15-59 years) in India is projected to steadily increase from 875.4 million in 2021 to 988.5 million by 2036. Simultaneously, the total population is expected to grow from 1,363.0 million to 1,522.3 million over the same period. This growth in the working-age population indicates a larger workforce contributing to the economy, resulting in higher household incomes and improved living standards. As more people enter the workforce, there is an anticipated increase in disposable income, which can significantly impact baby care products industry in India.

The e-commerce market in India has experienced exponential growth, expanding from USD 21.9 billion in 2018 to an anticipated USD 99 billion in 2024. This rapid expansion is indicative of the increasing internet penetration, the proliferation of smartphones, and the growing preference for online shopping among consumers. By 2025, the market is projected to reach USD 188 billion, with a substantial increase to USD 350 billion by 2030. As more consumers turn to online shopping, there is a significant rise in the demand for baby care products through e-commerce platforms. Parents, especially those in urban areas, prefer the convenience of online shopping for their baby care needs. The growth of e-commerce also allows baby care brands to reach a wider audience, including consumers in tier-2 and tier-3 cities, where traditional retail outlets may not offer a comprehensive range of baby care products.

#### India Baby Care Products Industry Segmentation

The EMR's report titled "India Baby Care Products Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Type

###### - Baby Toiletries

??- Diapers

??- Wipes

###### - Baby Skin Care Products

??- Lotions

??- Powder

??- Creams/Ointments/Jellies

??- Massage Oils

###### - Baby Hair Care Products

??- Shampoos

??- Hair Oils

??- Conditioners/Detanglers

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- Bath Products

- ??- Shampoos

- ??- Soaps

#### Market Breakup by Price Range

- Premium

- Economy

#### Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets

- Convenience Stores

- Pharmacies

- Online

- Others

#### Market Breakup by Region

- North India

- East and Central India

- West India

- South India

#### India Baby Care Products Market Share

Baby toiletries segment to aid the market growth as many companies have launched diapers made with organic materials

The baby toiletries segment is expected to grow as demand for gentle, hypoallergenic, and natural baby toiletries is on the rise because parents have become more conscious of their children's skin sensitivity. Brands like P&G, Himalaya, Mamaearth, and Dabur offer a range of baby toiletries made with natural ingredients, which are gaining popularity.

As per India baby care products market analysis, the baby skin care products segment is projected to grow due to the increasing focus on baby skin health, driven by rising awareness and the availability of specialised products. Brands like Johnson's, Cetaphil, and Sebamed have introduced targeted baby skin care ranges that address common skin concerns like dryness, rashes, and eczema, increasing the demand of India baby care products market.

#### What Factors are Driving the Growth of the India Baby Care Products Market?

- There is a growing awareness among parents about the importance of using specialized baby care products, leading to a higher willingness to spend on quality items.

- The market offers a wide range of products including baby food, diapers, skincare, and healthcare products, catering to diverse needs and preferences.

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- Enhanced distribution networks, including e-commerce platforms, ensure better availability and accessibility of baby care products across urban and rural areas, thus leading to baby care products demand growth.

#### What Challenges are Impacting the India Baby Care Products Market?

- A significant portion of the Indian population is price-sensitive, which can limit the adoption of premium baby care products.
- The presence of counterfeit products and concerns about the quality and safety of certain brands can deter parents from purchasing certain baby care items which would negatively impact the India baby care products market dynamics and trends.
- Compliance with stringent regulatory standards can be challenging for manufacturers, especially smaller players.
- Economic downturns can impact consumer spending power, affecting the sales of baby care products.

#### What are the Opportunities in the India Baby Care Products Market?

- Increasing disposable income among middle-class families is driving the demand for high-quality baby care products.
- Rapid urbanization is leading to a shift in lifestyles, with a growing preference for convenience-oriented products like disposable diapers and ready-to-eat baby food.
- There is ample scope for innovation in product formulations, packaging, and new product lines that cater to evolving consumer needs and preferences, which will likely propel the baby care products demand forecast.
- The growing health and wellness trend is leading to increased demand for organic and natural baby care products, providing an opportunity for niche markets.
- The proliferation of e-commerce platforms is significantly impacting the baby care products market.

#### Competitive Factors in the India Baby Care Products Market

- Companies with a strong track record of safety, quality, and reliability are more likely to gain consumer trust and loyalty.
- Compliance with regulatory standards and certifications enhances a brand's credibility.
- Brands that offer a wide range of products, including baby food, diapers, skincare, healthcare products, and accessories, can attract a broader customer base.
- Competitive pricing, discounts, and promotional offers can attract price-conscious consumers.
- An extensive and efficient distribution network is essential for market penetration which would impact the India baby care products market revenue.
- Innovation in product development and differentiation can set a brand apart.
- Effective marketing and promotional strategies are crucial in creating brand awareness and driving sales.

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- Adopting environmentally friendly practices, such as using biodegradable materials, sustainable sourcing, and eco-friendly packaging, can differentiate themselves.
- Brands that emphasize the health benefits of their products, such as organic ingredients, nutritional value, and developmental support, can attract health-conscious parents.
- Products like smart baby monitors, temperature-sensitive feeding bottles, and other tech-enabled innovations appeal to modern parents looking for enhanced functionality.

## Competitive Landscape

Market players are focused on innovation, product differentiation, and meeting the evolving needs of consumers to maintain a competitive edge

### Kimberly-Clark Corporation

Kimberly-Clark Corporation was established in India in 2013 and is headquartered at Unit no - 1904, 19th floor, One Horizon Center, Golf Course Road, Sector 43, Gurgaon- 122002. The company specialises in hygiene and personal care products such as masks, paper towels, toilet paper, and hand and body hygiene products.

### Johnson & Johnson Private Limited

Johnson & Johnson Private Limited, founded in India in 1947, has its headquarters in Mumbai. Known for its diverse range of healthcare and consumer products, Johnson & Johnson offers pharmaceuticals, medical devices, and personal care products to consumers in India.

### Himalaya Global Holdings Ltd.

Himalaya Global Holdings Ltd., founded in 1930, is headquartered in Bengaluru, India. The company focuses on herbal healthcare and personal care products, offering a wide range of items including pharmaceuticals, nutrition, and wellness products to cater to the needs of its customers.

Other key players in the India baby care products market report include Procter & Gamble Company, Unicharm Corporation, Dabur India Limited, Pigeon Corporation, Honasa Consumer Limited, Nobel Hygiene Private Limited, Bio Veda Action Research Co., and Artsana S.p.A., among others.

## India Baby Care Products Market Regional Analysis

North Indian region has a prominent market for baby products due to its large population base

The North India region, comprising states like Delhi, Uttar Pradesh, and Haryana, is expected to hold a sizable India baby care products market share. This region is characterised by a growing urban population, rising disposable incomes, and an increasingly health-conscious consumer base, which is boosting the growth of baby care products market. Established brands with a strong reputation and diverse product portfolios, such as Johnson & Johnson, Himalaya, and Dabur, have a strong presence in this region.

The South India region, including states like Tamil Nadu, Karnataka, and Andhra Pradesh, is known for its educated and health-conscious consumers who prioritise natural and organic ingredients in baby care products. Brands like Mamaearth and

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Organic Harvest have gained traction in the South Indian market by offering eco-friendly and sustainable baby care solutions.

## Key Players in the India Baby Care Products Market and Their Strategic Initiatives

### Johnson & Johnson India

- Emphasizing stringent safety standards and high-quality ingredients to maintain trust.
- Offering a wide range of products, including baby lotions, shampoos, powders, and wipes.
- Engaging in extensive marketing campaigns to promote new products and reinforce brand reliability.
- Committing to eco-friendly packaging and sustainable practices.

### P&G (Procter & Gamble)

- Continuously innovating diaper technology to improve comfort and absorption.
- Utilizing digital marketing and social media to connect with parents and gather feedback.
- Collaborating with healthcare professionals to endorse their products, thereby increasing the growth of the India baby care products market.
- Expanding distribution networks to ensure products are available in both urban and rural markets.

### Himalaya Wellness Company.

- Promoting products made with natural and herbal ingredients to cater to the growing demand for organic products.
- Continuously expanding their product line to include more baby skincare and healthcare products.
- Strengthening their digital presence through e-commerce platforms and social media.

### Dabur India Ltd

- Dabur has a strong presence in the baby care market with its range of ayurvedic products.
- Positioning their products as safe, natural, and effective through extensive branding efforts.
- The focus on increasing market penetration in rural areas where trust in traditional remedies is strong is a key trend of India baby care products market.

### Unilever PLC

- Developing products that are gentle on the baby's skin and hair.
- Using consumer insights to develop products that meet the specific needs of Indian parents.

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- Running targeted marketing campaigns that highlight the mildness and safety of their products.

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