



# Bath & Shower Market 2017 Indian Trends, Market Share, Industry Size, Growth, Opportunities, and Forecast to 2021

*Wiseguyreports.Com Adds "Bath & Shower Market: Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2021" To Its Research Database*

PUNE, INDIA, May 18, 2017 /EINPresswire.com/ -- [India Bath & Shower Industry](#)

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India bath and shower market is segmented mainly into body wash & shower gel products and bar soap products. This report covers a detailed insight of the bath and shower market in the India. The report includes leading companies that are involved in the manufacturing of the bath and shower products. Moreover, it also gives an idea on the product variant and pricing analysis of each of the products available in the Indian market. Bath and shower products have seen a healthy growth in the recent years. Increasing disposable income, rapid urbanization, growing middle class people, rising awareness, and the increasing availability of specialized bath and shower products for men, women, infants, kids have been some of the major growth drivers of products such as body wash, shower gel and bar soaps.

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According to "India Bath & Shower Market Overview", the Indian market is greatly penetrated and competitive. People habitually use bath soaps for personal wash in their daily lives. They are bifurcated as beauty soap, health soap, herbal soap and medicated soap. Body wash and shower gel market is still very small. Its premium prices and consumer's preference for bath soaps restrict the adoption of body wash and shower gel products in the country. However, increasing number of players is one of the major reasons for development of this segment. Many big companies are operating in the bath & shower market of India such as Hindustan Unilever Limited, Wipro and Godrej Consumer Products Limited. The consumption of bath bar soaps is high, where as it is very low for body wash and shower gel products as it is still a new category for Indian consumers. Moreover, being a premium product, it could not make space in every consumer's mind even in urban India.

Indian people prefer bath bar soaps as it has been traditionally used among millions of consumers. Manufacturers are promoting these products by celebrity endorsements, promotional activities in various events and awareness campaigns to make the consumers aware about the new products and variants. HUL with its highest number of brands dominates the Indian bath and shower market, followed by Wipro, whose Santoor is the one of the top selling soap brand in India. In the coming years, more brands are expected to make their presence in the Indian market. Innovative variants and product development has driven the body wash & shower gel and bar soap market in past few years, and will continue to expand the categories by introducing newer products. Manufacturers are also coming with many herbal substitutes to the present body wash and bar soaps in India.

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Some Major Points from Table of content:'

#### Executive Summary

#### 2. Global Bath & Shower Market Outlook

##### 2.1. Market Size By Value

##### 2.2. Global Body Wash & Shower Gel Market

##### 2.3. Global Bar Soap Market

#### 3. India Bath & Shower Market Outlook

##### 3.1. Market Size By Value

##### 3.2. Market Share By Company

##### 3.3. India Body Wash & Shower Gel Market Outlook

###### 3.3.1. Market Size By Value

###### 3.3.2. Market Share

###### 3.3.2.1. By Company

###### 3.3.2.2. By Brand

##### 3.4. India Bar Soap Market Outlook

###### 3.4.1. Market Size By Value

###### 3.4.2. Market Share

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Some Major Points from List of Figure:

Figure-1: Global Bath & Shower Market Size – By Value 2010 – 2015 (USD Billion)

Figure-2: Global Bath & Shower Market Size Forecast – By Value 2016F – 2021F (USD Billion)

Figure-3: Global Body Wash & Shower Gel Market Size – By Value 2010 – 2015 (USD Billion)

Figure-4: Global Body Wash & Shower Gel Market Size Forecast – By Value 2016F – 2021F (USD Billion)

Figure-5: Global Bar Soap Market Size – By Value 2010 – 2015 (USD Billion)

Figure-6: Global Bar Soap Market Size Forecast – By Value 2016F – 2021F (USD Billion)

Figure-7: India Bath & Shower Market Size – By Value 2010 – 2015 (INR Crore)

Figure-8: India Bath & Shower Market Size Forecast – By Value 2016F – 2021F (INR Crore)

Figure-9: India Bath & Shower Market Share – By Company 2015 & 2021F

Figure-10: India Body Wash & Shower Gel Market Size – By Value 2010 – 2015 (INR Crore)

Figure-11: India Body Wash & Shower Gel Market Size Forecast – By Value 2016F – 2021F (INR Crore)

Figure-12: India Body Wash & Shower Gel Market Share – By Company 2015 & 2021F

Figure-13: India Body Wash & Shower Gel Market Share – By Brand 2015 & 2021F

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