

# India Baby Cosmetic Market 2017 Share, Trend, Segmentation and Forecast to 2021

*India baby cosmetic market has represented the CAGR of about 20.33% during the analysis period of five years from 2010 to 2015*

PUNE, INDIA, July 24, 2017 /EINPresswire.com/ -- India Baby cosmetic products market comprises into three key segments namely, baby skin care, baby hair care and baby toiletries. The products involved in these categories, which promise to fulfill the requirements for taking care of a baby/an infant, commonly aged between 0-4 years, falls under this industry. India is the second most populous country with 1.34 billion people, just after China. The country has 20.6% of the 0-4 years' child population of the world. India constitute for 20% of the child (0-4 years) population of the world. The number of live births in the country is estimated to be 27 million and hence India serves the opportunities for the market for the baby cosmetic products. India baby cosmetic market is one of the fast expanding markets in overall personal care industry of the country.

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The report covers the detailed insights of the baby skin care, baby hair care and baby toiletries products market in the Indian market. The report includes the depth segmental analysis along with the value analysis of baby cosmetic products. The report also covers the leading companies that are involved in the manufacturing of the various baby cosmetic products. The different brands and companies involved in the organized baby cosmetic market in India are also analyzed in this report. The report also gives an idea on the product variant pricing analysis of each of the product available in the baby cosmetic market.

Baby cosmetic market is also segmented according to its application or usage of product. This includes the categories of bath products, pre-bath products and post-bath products. Baby skin care category involves the products such as baby massage oil, baby cream & lotion, baby soap & body wash, baby powder, etc; whereas the products like baby shampoo & conditioner and baby hair oil belong to the baby hair care category. Baby diapers and baby wipes are the part of the baby toiletries, which is the largest segment within the baby cosmetic market in India, followed by baby skin care market. Baby hair care is still at an infancy level due to low consumption of baby shampoo and conditioner products.

According to "India Baby Cosmetic Market Outlook, 2021", Baby cosmetic market has witnessed the exploiting growth in recent years in India. The primary factors driving the demand for baby cosmetic products include rising awareness of baby health & hygiene, increasing disposable income of modern young parents, small average size of families, and growing per capita spending on baby. India baby cosmetic market has represented the CAGR of about 20.33% during the analysis period of five years from 2010 to 2015. Currently baby toiletries segment is generating the largest revenue within baby cosmetic market. Urban consumers are contributing for the mainstream of sales of baby diaper in India. Moreover, rural consumers have also begun the usage of baby diapers, for which the credit goes to the endeavors by leading companies to increase awareness for baby hygiene.

International companies are operating the baby cosmetic products market in India and making efforts to penetrate the market through promotional activities and continuous investment in R&D. Domestic companies are also entering in these lucrative categories. At the same time, increasing private labels

enhances the rivalry in battlefield. As people are giving more attention towards the baby hygiene and safety products side, existing players are offering and promoting the products on the basis of baby safety and hygiene. Manufacturers are promoting these products by celebrity endorsements by employing various promotional activities to make the consumers aware about the latest baby personal care products and variants. Procter & Gamble India, Johnson & Johnson India Private Limited, Unicharm, The Himalaya Drug Company, and Dabur India Limited are the top most leading companies operating Indian baby cosmetic market.

#### Key Segments

- Baby Skin Care Market - Baby Massage Oil, Baby Cream & Lotion, Baby Powder, Baby Soap & Body Wash/Shower Gel
- Baby Hair Care Market - Baby Shampoo & Conditioner, Baby Hair Oil & Detangles
- Baby Toiletries Market - Baby Diapers, Baby Wipes

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Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

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