



India Baby Cosmetic Market 2017 : Size, Share, Demand, Trends, Growth, Segmentation and Forecast

Baby Skin Care: Baby Massage Oil, Baby Cream & Lotion, Baby Powder, Baby Soap & Body Wash/ Shower Gel

Baby Toiletries: Baby Diapers, Baby Wipes

PUNE, INDIA, October 3, 2017 /EINPresswire.com/ -- [India Baby Cosmetic Industry](#)

Latest Report on Baby Cosmetic Market India Analysis Forecast Research Study

India baby cosmetic market comprises of three key segments namely baby skin care, baby hair care and baby toiletries. The products involved in this market include those that promise to fulfill the requirements for taking care of a baby/ infant, commonly aged between 0-4 years. This report covers detailed insights of the baby cosmetic market of India. The report covers leading companies that are involved in the manufacturing and marketing of various types of baby cosmetic products. Major brands and companies that are operating in the organized market are analyzed in this report. The report also gives an idea on the product price & variant analysis on different types of products available in the market. India is the second most populous country with 1.34 billion people, just after China. India approximately constitutes 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 per year and hence India serves as a bright opportunity for products related to babies and infants.

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According to "India Baby Cosmetic Market Overview", baby cosmetic market is forecasted to grow with a CAGR of more than 20% over next five years. Baby cosmetic market is segmented according to its application and usage of product. The market is divided into categories like bath products, pre-bath products and post-bath products. Baby skin care involves products such as baby massage oil, baby cream, baby lotion, baby soap, body wash, baby powder etc; whereas products like baby shampoo, baby conditioner and baby hair oil belong to the baby hair care category. Baby diapers and baby wipes are part of baby toiletries and this is the largest segment within the baby cosmetic market in India. Baby hair care category is still at an infancy level due to low consumption of baby shampoo and conditioners.

Procter & Gamble India, Johnson & Johnson India, Unicharm, The Himalaya Drug Company and Dabur India Limited are the major companies operating in the Indian baby cosmetic market. India is one of the fast expanding markets in the baby care industry. Baby cosmetic has witnessed tremendous growth in recent years. The primary factors driving the demand for baby cosmetic products are rising awareness of baby health & hygiene, increasing disposable incomes of young parents, small average size of families and growing per capita spending on baby. International companies are operating in the baby cosmetic market of India and making efforts to penetrate the

space 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 has enhanced the rivalry in the battlefield. Urban consumers are contributing for majority of the sales whereas rural consumers have also begun the usage of such products for which credit goes to the leading companies which made efforts to increase awareness about baby hygiene.

Key Segments

Baby Skin Care: Baby Massage Oil, Baby Cream & Lotion, Baby Powder, Baby Soap & Body Wash/ Shower Gel

Baby Hair Care: Baby Shampoo & Conditioner, Baby Hair Oil & Detangles

Baby Toiletries: Baby Diapers, Baby Wipes

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“India Baby Cosmetic Market Overview” discusses the following aspects of baby cosmetics in India:

The report gives an in-depth understanding of baby cosmetic market in India:

- Global Infant/Child Demographics
- Global Baby Cosmetic Market Outlook
- Global Baby Cosmetic Market Size By Value & Forecast
- Global Baby Cosmetic Market Segmental Analysis: By Region, By Application
- Global Baby Skin Care Market Size By Value & Forecast
- Global Baby Soap & Body Wash Market Size By Value & Forecast
- Global Baby Powder Market Size By Value & Forecast
- Global Baby Cream & Lotion Market Size By Value & Forecast
- Global Baby Massage Oil Market Size By Value & Forecast
- Global Baby Hair Care Market Size By Value & Forecast
- Global Baby Shampoo & Conditioner Market Size By Value & Forecast
- Global Baby Hair Oil & Detangle Market Size By Value & Forecast
- Global Baby Toiletries Market Size By Value & Forecast
- Global Baby Diaper Market Size By Value & Forecast
- Global Baby Wipes Market Size By Value & Forecast
- India Infant/Child Demographics
- India Baby Cosmetic Market Outlook

- India Baby Cosmetic Market Size By Value & Forecast
- India Baby Cosmetic Market Segmental Analysis: By Company, By Application
- India Baby Skin Care Market Size By Value & Forecast
- India Baby Skin Care Market Segmental Analysis: By Product
- India Baby Hair Care Market Size By Value & Forecast
- India Baby Hair Care Market Segmental Analysis: By Product
- India Baby Toiletries Market Size By Value & Forecast
- India Baby Toiletries Market Segmental Analysis: By Product
- The key vendors in this market space

This report can be useful to Industry consultants, manufacturers and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with various channel partners of baby cosmetic products in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

For Detailed Reading Please visit WiseGuy Reports @
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