

# Laundry Care - India Industry Size, Share, Trends, Analysis and Forecast 2017 – 2021

*"India Laundry Care Market Outlook, 2021", the overall laundry care industry is growing with a CAGR of more than 10% from the last five years*

PUNE, INDIA, October 23, 2017 /EINPresswire.com/ -- [India Laundry Care Market](#)

This report gives an in-depth analysis of laundry care market in India which includes detergents and fabric care. Even during an economic slowdown, people continue to purchase laundry products, and in emerging economies like India, where standards of living are on the rise, the market is growing. The detergent market in India is in maturity stage with high penetration levels and fabric care is in a preliminary stage. Due to higher population, rising urbanization and increasing levels of income and consumption, the overall growth of the laundry care industry has been at a healthy rate from last five years. The one compliment which every Indian housewife craves is earning the respect and appreciation of the family by providing a solution that helps them enhance the life of delicate clothes. Due to such societal custom, fabric whiteners are already popular among Indian consumers.

According to "India Laundry Care Market Outlook, 2021", the overall laundry care industry is growing with a CAGR of more than 10% from the last five years. Detergents generate majority of the revenue sales in the laundry care market whereas fabric care is growing fast. Detergents are available in three forms namely powder detergent, bar detergent and liquid detergent. Powder detergents are widely accepted by Indian consumers. Even though detergent bars are still used in rural areas, they are fast disappearing from the market because of ineffectiveness. Liquid detergent is a new category in the Indian market and was created by Hindustan Unilever in 2013 with the launch of country's first liquid detergent. Although powder detergents are most commonly used because of their stability, eco-feasibility and long lasting properties, liquid detergents will see robust growth in the forecast period.

HUL, Rohit Surfactants, P&G, Nirma and Jyothy Laboratories are the major players in the organized detergent market. Ghari, Surf Excel, Active Wheel, Rin, Tide, Nirma, Ariel, Mr. White and Henko are the well-known brands operating in this category. On the basis of pricing, organized detergent market can be further divided into three categories such as popular (economy), mid-range and premium. On the other hand, fabric care is broadly divided into two segments namely fabric whiteners and fabric conditioners. Fabric whiteners generate majority of the market revenues whereas fabric conditioners have very less contribution. Various companies in the category include Jyothy Laboratories, Godrej, Wipro, HUL, Dabur, Marico and Reckitt Benckiser. In the forecast period, rural market will be the major focus for fabric whitening manufacturers as urban consumers are now upgrading to premium detergents which do not require any additional whitener. Fabric conditioners are already growing at a healthy rate from last five years and the market is further anticipated to register robust CAGR in the forecast period. Detergent manufacturers, who are planning to diversify, are also focusing more on this category rather than fabric whiteners.

## Key Categories Covered

- Detergent
  - o Powder
  - o Bar
  - o Liquid

- Fabric Care
  - o Fabric Whiteners
  - o Fabric Conditioners

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“India Laundry Care Market Outlook, 2021” discusses the following aspects of laundry care in India:

The report gives an in-depth understanding of laundry care market in India:

- Global Laundry Care Market Outlook
- India Laundry Care Market Outlook
- India Laundry Care Market Size & Forecast
- India Laundry Care Market Segmental Analysis: By Company, By Brand, By Category
- India Detergent Market Outlook
- India Detergent Market Size & Forecast
- India Powder Detergent Market Size & Forecast
- India Bar Detergent Market Size & Forecast
- India Liquid Detergent Market Size & Forecast
- India Detergent Market Segmental Analysis: By Region, By Product Type
- India Organized Detergent Market Size & Forecast
- India Popular Detergent Market Size & Forecast
- India Mid-range Detergent Market Size & Forecast
- India Premium Detergent Market Size & Forecast
- India Organized Detergent Market Segmental Analysis: By Company, By Brand, By Sub-Category
- India Unorganized Detergent Market Size & Forecast
- India Fabric Care Market Outlook
- India Fabric Care Market Size & Forecast
- India Fabric Care Market Segmental Analysis: By Company, By Brand, By Segment
- India Fabric Whitener/Blue Market Size & Forecast
- India Fabric Whitener/Blue Market Segmental Analysis: By Brand, By Demographic Area
- India Fabric Conditioner/Softener Market Size & Forecast
- India Fabric Conditioner/Softener Market Segmental Analysis: By Brand, By Demographic Area
- Product, Price and Variant Analysis of Powder Detergent, Bar Detergent, Liquid Detergent, Fabric Whitener/Blue and Fabric Conditioner/Softener
- The key vendors in this market space
- Competitive Landscape & Strategic Recommendations

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 laundry care products in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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