

India Household Cleaning Market 2017 Share, Trend, Segmentation and Forecast to 2021

"India Household Cleaning Market, 2021", the overall market for household cleaning is anticipated to grow with a CAGR of more than 20% in the next five years

PUNE, INDIA, October 30, 2017 /EINPresswire.com/ -- This report gives an in-depth analysis of household cleaning industry in India. The household cleaning industry in India is highly unorganized and the size of unorganized sector is more than double of organized one. However, this report includes only the organized sector i.e. the branded household cleaning market. The organized household cleaning market in India is mainly split into three broad categories viz. utensil cleaner, toilet cleaner and surface cleaner. Utensil cleaners are further split into dishwashing bar, liquid, powder and pastes. Toilet cleaners consist of liquid cleaners, in-cisterns & rim blocks whereas surface cleaners are split into floor cleaner, specialized and multipurpose cleaners. The specialized cleaners are further split, based on their application areas.

According to "[India Household Cleaning Market Outlook, 2021](#)", the overall market for household cleaning is anticipated to grow with a CAGR of more than 20% in the next five years. In utensil cleaning category, dishwashing bars dominate market revenues, followed by liquid cleaners whereas dishwashing paste has negligible contribution. Consumers in urban areas are now upgrading to dishwashing liquids and thus they are expected to register robust growth in the forecast period. Powder based utensil cleaners are now set to diminish from the market. The surface cleaning market is growing mainly because of rising awareness about brands due to heavy promotion by leading companies. Floor cleaners dominate category revenues, followed by specialized and multi-purpose cleaners. Surface cleaners are targeted mainly at urban households and thus are more popular in urban markets.

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Liquid toilet cleaners are popular in Indian market because of low unit prices and age old preference of consumers. Toilet in-cisterns and rim blocks are growing very fast due to their enhanced cleaning methods and easy to use advantages. Household cleaning products are largely sold through modern retail stores like supermarkets, hypermarkets and malls. Traditional grocery stores are reluctant to store them on their shelves because of their high price and low probability of selling. Online sales of household cleaning products remain negligible; however expected to grow in future due to rising mobile phone and internet penetration in the country.

Major companies in the household cleaning market include Hindustan Unilever, Reckitt Benckiser, Jyothy Laboratories, Rohit Surfactants, Dabur India, SC Johnson etc. Major brands operating in the industry are Vim, Harpic, Pril, Exo, Xpert, Lizol, Domex, Colin, Sani Fresh, Cif, Mr Muscle, Easy Off Bang, Dazzl, Dettol etc.

Key Categories

- Utensil Cleaner
- Surface Cleaner
- Toilet Cleaner

“India Household Cleaning Market Outlook, 2021” discusses the following aspects of household cleaning products in India:

The report gives an in-depth understanding of household cleaning market in India:

- Global Household Cleaning Market Outlook
- Global Utensil Cleaner Market Outlook
- Global Surface Cleaner Market Outlook
- Global Toilet Cleaner Market Outlook
- India Household Cleaning Market Outlook
- India Household Cleaning Market Size & Forecast
- India Household Cleaning Market Segmental Analysis: By Company, By Brand, By Category, By Demographics, By Sales Channel
- India Utensil Cleaner Market Size & Forecast
- India Utensil Cleaner Market Segmental Analysis: By Company, By Brand, By Product Type, By Demographics, By Sales Channel
- India Bar Utensil Cleaner Market Size & Forecast
- India Liquid Utensil Cleaner Market Size & Forecast
- India Powder Utensil Cleaner Market Size & Forecast
- India Paste Utensil Cleaner Market Size & Forecast
- India Surface Cleaner Market Size & Forecast
- India Surface Cleaner Market Segmental Analysis: By Company, By Brand, By Segment, By Demographics, By Sales Channel
- India Floor Cleaner Market Size & Forecast
- India Specialized Cleaner Market Size & Forecast
- India Multi-Purpose Cleaner Market Size & Forecast
- India Toilet Cleaner Market Size & Forecast
- India Toilet Cleaner Market Segmental Analysis: By Company, By Product Type, By Demographics, By Sales Channel
- Product, Price and Variant Analysis of Utensil Cleaning Bar, Utensil Cleaning Liquid, Utensil Cleaning Powder, Utensil Cleaning Paste, Floor Cleaner, Specialized Cleaner, Multi-Purpose Cleaner, Liquid Toilet Cleaner, Toilet Rim Block and In-Cistern Toilet Cleaner
- 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 household cleaning 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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