

India Detergent Market is expected to grow at a CAGR of ~10% during 2015-2020

Market Research Report on the India Detergent Market



India Detergent Market Research Report

RAIPUR, CHHATTISGARH, INDIA,
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Report Sellers has added a new market research report "[Detergent Market in India 2017](#)" to its offerings. The report is an in-depth market study providing accurate market insights including the latest trends, forecast, competitive insights, etc.

Rural areas continue to hold a major share of the total volume of the detergent market due to low pricing. Increasing rural distribution network, value for money positioning and smaller packs are the key strategies for companies to strengthen their position in coming years. Higher income leading to growth in urban and rural markets, increased penetration of washing machines in urban households, rural empowerment and consumer companies launching detergents in the premium category are fostering growth in the market.

Hindustan Unilever Ltd., Rohit Surfactants, Procter & Gamble and Nirma are the key players in this industry. The detergent industry in India is mostly captured by organized players, but unorganized regional players have a significant hold on rural areas. On the basis of pricing, the organized detergent market can be divided into three categories, such as popular (economy), mid-range and premium. Popular segment occupied 45% of the market in India with brands such as Ghari, Nirma, Wheel and Fena. Ghari, in the popular segment, has emerged as a brooding competitor in the organized detergent market with its strong presence in Uttar Pradesh, Bihar, Rajasthan and Delhi. Price competition among market players, lack of product differentiation and presence of toxic chemicals in detergents are the key challenges faced by the industry. The gradual change in consumer buying behavior, allowing them to shift from low-priced products to premium detergent brands has enabled companies to strategize their products accordingly to gain maximum market share.

Browse through the complete description and in-depth TOC on "Detergent Market in India 2017"
<https://www.reportsellers.com/market-research-report/Detergent-Market-in-India-2017>

Report Scope

- Overview of the detergent market in India and forecasted tobacco market size over 2015 to 2020e
- Overview of the Export earnings
- Market Overview and structure
- Player wise segmentation
- Detergent category wise segmentation
- Qualitative analysis of the major drivers and challenges affecting the market
- Analysis of the competitive landscape and detailed profiles of major public and private players

Reasons to buy:

Get a broad understanding of the detergent market in India
Be informed about the player wise segmentation and category wise segmentation
Understand major competitors? business, market dynamics, and respond accordingly
Be informed regarding the key areas of opportunity in the detergent market
Make more informed business decisions with the help of insightful recommendations provided to succeed in the detergent market

Companies Mentioned

Public Companies

1. Godrej Consumer Products Ltd.
2. Hindustan Unilever Ltd.
3. Jyothy Laboratories Ltd
4. Rohit Surfactants Pvt. Ltd.
5. Fena Pvt. Ltd.
6. Nirma Ltd.
7. Procter & Gamble Home Products Ltd.
8. Reckitt Benckiser (India) Ltd.

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