

India Soap Market latest trends, forecast and market analysis

Market Research Report on India Soap Market

RAIPUR, CHHATTISGARH, INDIA,
November 2, 2017 /EINPresswire.com/
--

Report Sellers has added a new market research report "[Soap Market in India 2017](https://www.reportsellers.com/market-research-report/Soap-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.

The market for soaps in India will witness strong growth in the next five years. Increasing purchasing power of citizen along with premiumisation has lured customers to buy premium soaps. Moreover, awareness about medicinal values in herbal soaps is resulting in a greater demand for soap products. Introduction of new products with fragrances has become particularly popular among the youth who are backed by a greater purchasing power. Soap is a product that has the highest market penetration covering more than 80% of the urban as well as rural households.

In Nov 2016 the withdrawal of higher denomination notes by the Government of India affected cash transactions. Although this negatively impacted the soap market, the implementation of GST is expected to act as an antidote against demonetization. The government of India's Swachh Bharat Mission has also boosted the soap market in the country. The major competitors in the market, such as HUL, ITC Ltd., Wipro, Cholayil faces intense competition from each other. Despite the challenges in the industry, the market is expected to exhibit strong growth and more companies are expected to foray into the soap segment.

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

Report Scope:

- Overview of the soap market, and historical and forecasted market size data over FY 2015 to FY 2022e
- Trade analysis of soaps in India



India Soap Market Research Report

- Qualitative analysis of the major drivers and challenges affecting the soap market
- Analysis of the competitive landscape and profiles of major public and private players operating in the market
- Key recent developments in the Indian Soap Market

Reasons to buy:

- Get a broad understanding of the soap market in India, the dynamics of the market and the current state of the industry
- Devise market-entry strategies by understanding the factors driving the growth of the market
- Understand major competitors? business and market dynamics, and respond accordingly

Companies Mentioned

Public Companies

1. Colgate Palmolive (India) Ltd.
2. Godrej Consumer Products Ltd.
3. Hindustan Unilever Ltd.
4. ITC Ltd.
5. Jyothy Laboratories Ltd.
6. Wipro Ltd.

Private Companies

7. Cholayil Pvt. Ltd.
8. Karnataka Soaps and Detergents Ltd
9. The Himalaya Drug Company
10. Reckitt Benckiser (India) Pvt. Ltd.

Request Sample here: <https://www.reportsellers.com/market-research-report/Soap-Market-in-India-2017>

We have a large number of reports in other Personal Care Industry which can be accessed through the following link:

<https://www.reportsellers.com/sub-category/personal-care-market-research-report>

About Report Sellers

Report Sellers is a premium [market research service provider](#) offering market reports in varied sectors. We have a team of experienced analysts and publishers who continuously track the latest trends in different industries.

Report Sellers is a brand of global repute and offers the best suited research services to its clients globally in the most satisfying manner. We have a strong network of industry experts who have successfully delivered complex research assignments in niche and top markets.

For any research requirement, drop an enquiry at <https://www.reportsellers.com/contact-us> or send us email at sales@reportsellers.com

Aditya Joshi
Report Sellers
+1-214-396-2385
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.