

India Personal Wash Market Market 2017 - Industry Analysis, Size, Share, Strategies and Forecast to 2021

India Personal Wash Market Outlook, 2021

PUNE, INDIA, November 16, 2017 /EINPresswire.com/ -- This report covers a detailed insight on the personal wash market of India. [India personal wash market](#) is categorized into bath & shower products and hand hygiene products. Bath and shower category is mainly segmented into body wash, shower gel and bar soap whereas hand hygiene is bifurcated into liquid hand wash and hand sanitizers. The report covers leading companies that are involved in the manufacturing and marketing of various types of personal wash products. Major brands 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.

According to “India Personal Wash Market Outlook, 2021”, rising health concerns, growing popularity of hygiene products, increasing number of players, demand from middle class consumers, sanitation awareness and campaigns like 'Swachh Bharat' have given a boost to the personal wash market in India. Bath and shower market is forecasted to grow with a CAGR of more than 7% in the next five years. Soaps are further bifurcated as beauty soap, health soap, herbal soap and medicated soap. The consumption of bath bar soaps is very high whereas it is very low for body wash and shower gel products as it is still a new category for many Indian consumers. Moreover, being a premium product, it could not make space in every consumer's pocket even in urban India. Hindustan Unilever, Wipro Consumer Care and Godrej Consumer Products are some of the major companies operating in this market. HUL with its 8 brands dominates the Indian bath and shower category and WCCLG follows with Santoor.

On the other hand, consumption of liquid hand wash is high as compared to hand sanitizers as the latter is still a new category for many Indian consumers. People trust on liquid hand wash products as it helps them to maintain hygiene on daily basis, while hand sanitizers are more convenient where water and soaps are not available. Indian consumers normally use liquid hand wash after eating or before eating, preparing food, after using toilet, after touching dusty things, etc in their daily lives. Reckitt Benckiser, Hindustan Unilever, Godrej and Dabur India collectively capture more than 70% of the hand hygiene market. Various brands operating in the category includes names like Dettol, Lifebuoy, Palmolive, Santoor, Savlon, Fem, Protekt, Pears, Lux, Medimix, Hamam, Chandrika, etc. Dettol and Lifebuoy are the prominent brands which are the most used product in India.

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“India Personal Wash Market Outlook, 2021” discusses the following aspects of personal wash products in India:

The report gives an in-depth understanding of personal wash market in India:

- India Personal Wash Market Outlook
- India Personal Wash Market Size By Value & Forecast
- India Personal Wash Market Segmental Analysis: By Company, By Product Type
- India Bar Soap Market Size By Value & Forecast

- India Bar Soap Market Segmental Analysis: By Company, By Brand, By Product Type, By Price Segment, By Demographics
- India Body Wash & Shower Gel Market Size By Value & Forecast
- India Body Wash & Shower Gel Market Segmental Analysis: By Company, By Brand
- India Liquid Hand Wash Market Size By Value & Forecast
- India Liquid Hand Wash Market Segmental Analysis: By Brand, By Packaging Type, By Ingredients, By End User
- India Hand Sanitizer Market Size By Value & Forecast
- India Hand Sanitizer Market Segmental Analysis: By Brand, By Product Type, By Segment, By End User
- Product Price & Variant Analysis of Bar Soap, Body Wash & Shower Gel, Liquid Hand Wash and Hand Sanitizer
- 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 personal wash 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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