

India Soap Market Size is Expected to Exhibit a CAGR of 4% during 2022-2027

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According to IMARC Group's latest report, titled "India Soap Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027," the India soap market is expected to exhibit a [CAGR of 4%](#) during 2022-2027.

Soap is a cleaning and emulsifying surfactant which is used to kill various microorganisms and bacteria during washing, bathing, and rinsing. It is commercially manufactured by combining chemical salts, fatty carboxylic acids, and water.

It can be further made from various organic substances, such as [natural](#) plant oils or acids derived from animal fat. Soap helps in maintaining [hygiene](#) and preventing the spread of infections. Currently, it is available in a solid bar, liquid body wash, kitchen, and laundry product variants.

Download a free sample report to get a detailed overview of the report:

<https://www.imarcgroup.com/india-soap-market/requestsampl>

India Soap Market Trends:

The rising health consciousness and growing awareness regarding personal sanitation and hygiene are primarily driving the soap market in India. This is further supported by the widespread product adoption across the commercial and residential sectors as a disinfectant for cleaning purposes. Moreover, the extensive installation of automatic liquid and foam-based soap dispensers by the Government of India (GoI) to encourage regular handwashing, especially during the COVID-19 pandemic, is propelling the market growth. Additionally, the shifting



consumer inclination towards natural ingredients-infused soaps comprising essential oils and fragrances is supplementing the market growth.

Besides this, ongoing celebrity endorsements, implementation of various promotional strategies, and the advent of premium paraben-free, skin-friendly, hand-crafted, aesthetically appealing soaps to attract a broader consumer base are supporting the market growth.

India Soap Market 2022-2027 Analysis and Segmentation:

Competitive Landscape:

Colgate Palmolive (India) Ltd
Godrej Consumer Products Limited
Himalaya Wellness Company
Hindustan Unilever Limited
ITC Limited
Jyothy Laboratories Ltd
Karnataka Soaps
Detergents Limited
Patanjali Ayurved Limited
Reckitt Benckiser (India) Ltd
Wipro Consumer Care & Lighting

Key Market Segmentation:

Based On Type:

Organic
Conventional

Based On Form:

Liquid
Solid
Others

Based On Product:

Bath Soap
Kitchen Soap
Medicated Soap
Laundry Soap
Others

Based On Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Pharmacies

Online Stores

Others

Based On Region:

North India

West and Central India

South India

East India

Access full report @ <https://www.imarcgroup.com/india-soap-market>.

Key highlights of the report:

Market Performance (2016-2021)

Market Outlook (2022-2027)

Market Trends

Market Drivers and Success Factors

Impact of COVID-19

Value Chain Analysis

Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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