

Soap Market in India 2017

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"According to Netscribes, the market for soaps in India will grow at a CAGR of 5.5% during the period of FY 2016 to FY 2022. Soap is a product that has the highest market penetration in India, covering more than 80% of the country's urban as well as rural households.

During FY 2016, beauty soap segment had the largest share with 50%, followed by health soap segment with 28.6%. UAE, Nepal and USA are the top three countries that imported Indian soaps.

Soap Market in India - Key Growth Factors

Increasing purchasing power and premiumisation of soaps has created a growing need for premium, feature-rich products, such as herbal soaps. The Indian government's Swachh Bharat mission has further boosted growth in the soap market.

Soap Market in India - Threats and Key Players

Demonetization in November 2016 had a negative impact on the soap market. Due to lack of currency notes being circulated, many soap manufacturers in India had to reduce their production by nearly 20%. However, the implementation of GST is expected to bring some relief through lowered duty.

Presence of chemicals and other toxic elements in soaps can damage skin texture or trigger allergies, in some people, which can hamper the growth of the market.

Some of the best-selling soap brands include Santoor, Lux, Godrej no.1, Cinthol, and Lifebuoy. 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.

What's covered in the report?

Overview of the soap market, and historical and forecasted market size data over FY 2015 to FY 2022

Trade analysis of soaps in India

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

Why 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

Recognize major competitors' business and market dynamics, and respond accordingly

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Contents

"Slide 1: Executive Summary

Socioeconomic Indicators

- Slide 2: Total Population (2010-2011 – 2019-2020), Population Density (2010-2011 – 2019-2020)
- Slide 3: Sex Ratio (2005, 2010, 2015, 2020), Population by Age Group (2005, 2010, 2015, 2020), Urbanization Trend (2010-2011 – 2019-2020)
- Slide 4: Total Fertility Rate (2005-2010, 2010-2015, 2015-2020), Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020), Total Number of Births (2005-2010, 2010-2015, 2015-2020), Total Number of Death (2005-2010, 2010-2015, 2015-2020)
- Slide 5: Total Literacy Rate (2001, 2011), Rural Literacy (2001, 2011), Urban Literacy (2001, 2011)
- Slide 6: GDP at Market Prices (2010-2014), FDI (2010-2014), Inflation Rate (2010-2014), Unemployment Rate (2010-2014)
- Slide 7: Access to Safe Drinking Water (2001, 2011), Exchange Rate (2010-2015)

Market Overview

- Slide 8: Market Definition & Structure
- Slide 9: Soap Market in India – Market Overview, Size and Growth (FY 2015 – FY 2022e)
- Slide 10: Market Segmentation – Product-Wise Segmentation (FY 2013, FY 2014 and FY 2015)
- Slide 11: Market Segmentation – Category-Wise Segmentation (FY 2014 and FY 2016)
- Slide 12: Porter's Five Forces Analysis

Trade Analysis

- Slide 13: Export of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) – Size (Value-Wise; FY 2013 – FY 2017 (Apr-Feb)) and (Volume-wise; FY 2013 – FY 2017 (Apr-Feb))
- Slide 14: Export of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) – Country-Wise Segmentation (Value-Wise; FY 2016 and FY 2017 (Apr-Feb)) and (Volume-Wise; FY 2016 and FY 2017 (Apr-Feb))
- Slide 15: Import of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) – Size (Value-Wise; FY 2013 – FY 2017 (Apr-Feb)) and (Volume-wise; FY 2013 – FY 2017 (Apr-Feb))
- Slide 16: Import of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) – Country-Wise Segmentation (Value-Wise; FY 2016 and FY 2017(Apr-Feb)) and (Volume-Wise; FY 2016 and FY 2017 (Apr-Feb))

Market Influencers

- Slide 17-18: Market Drivers
- Slide 19: Market Challenges

Competitive Landscape

- Slide 20: List of Major Players
- Slide 21-43: Profiles of Major Players

Recent Developments

- Slide 44: Key Recent Developments

Appendix

- Slide 45: Research Methodology
- LIST OF FIGURES/ CHARTS
- Socioeconomic Indicators

1. Total Population and Population Density (2010-2011 – 2019-2020)
2. Sex Ratio (2005, 2010, 2015, 2020)
3. Population by Age Group (2005, 2010, 2015, 2020)
4. Urbanization Trend (2010-2011 – 2019-2020)
5. Total Fertility Rate (2005-2010, 2010-2015, 2015-2020)
6. Infant Mortality Rate (2005-2010, 2010-2015, 2015-2020)
7. Total number of Births (2005-2010, 2010-2015, 2015-2020)
8. Total number of Death (2005-2010, 2010-2015, 2015-2020)
9. Total Literacy Rate (2001, 2011)
10. Rural Literacy (2001, 2011)
11. Urban Literacy (2001, 2011)
12. GDP at Market Prices (2010-2014)
13. FDI (2010-2014)
14. Inflation Rate (2010-2014)
15. Unemployment Rate (2010-2014)
16. Access to safe drinking water (2001, 2011)
17. Exchange Rate (2010-2015)

Market Overview

1. Soap Market in India – Market Size & Growth (Value-Wise; FY 2015 – FY 2022e)
2. Soap Market in India – Product-Wise Segmentation (FY 2013)
3. Soap Market in India – Product-Wise Segmentation (FY 2014)
4. Soap Market in India – Product-Wise Segmentation (FY 2015)
5. Soap Market in India – Category-Wise Segmentation (FY 2014)
6. Soap Market in India – Category-Wise Segmentation (FY 2016)

Trade Analysis

1. Export of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Value-Wise; FY 2013 – FY 2017 (Apr-Feb))
2. Export of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Volume-wise; FY 2013 – FY 2017 (Apr-Feb))
3. Country-Wise Exports of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Value-Wise: FY 2016)
4. Country-Wise Exports of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Value-Wise: FY 2017 (Apr-Feb))
5. Country-Wise Exports of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Volume-Wise: FY 2016)
6. Country-Wise Exports of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Volume-Wise: FY 2017 (Apr-Feb))
7. Import of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Value-Wise; FY 2013 – FY 2017 (Apr-Feb))
8. Import of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Volume-Wise; FY 2013 – FY 2017 (Apr-Feb))
9. Country-Wise Imports of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Value-Wise: FY 2016)
10. Country-Wise Imports of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Value-Wise: FY 2017 (Apr-Feb))
11. Country-Wise Imports of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Volume-Wise: FY 2016)
12. Country-Wise Imports of Soap and Organic Surface Active Products etc. for Toilet Use (Including Medicated Products) (Volume-Wise: FY 2016 (Apr-Feb))

Competitive Landscape

1. Financial Snapshot (only Public Companies)
2. Key Business Segments (only Public Companies)
3. Key Geographic Segments (only Public Companies)

LIST OF TABLES

Competitive Landscape

1. List of Major Players
2. Key Financial Performance Indicators (only Public Companies)
3. Key Ratios (only Public Companies)

COMPANIES COVERED

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.

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NIIR PROJECT CONSULTANCY SERVICES , 106-E, Kamla Nagar, New Delhi-110007, India. **Email:** npcs.india@gmail.com **Website:** NIIR.org

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