Detergent Industry in India (Market Size, Opportunities, Comparative Financial Analysis,Demand Supply Scenario,Outlook and Forecasts Upto 2017)-Market Research Report

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The Market Research Report on DETERGENT INDUSTRY IN INDIA- Market Size, Opportunities, Comparative Financial Analysis, Demand-Supply Scenario, Outlook and Forecasts Upto 2017 released by Niir Project Consultancy Services, provides a comprehensive analysis of the detergent sector in India. The report covers industry aspects like overview & outlook of the industry, demand-supply scenario, opportunities & challenges in the sector and competitive landscape of the industry with market shares of the key players. The report also provides company profiles of players like Hindustan Unilever Ltd (HUL), Nirma Ltd and Rohit Surfactants Pvt Ltd (RSPL). Procter & Gamble (P&G) is also a key player in the laundry detergent sector in India.

The report embarks the analysis with elucidating the overview of the laundry detergent industry with classification and history of detergents in India. The report then moves ahead with the demand supply analysis of the sector. It states the past data of detergent sales volume of key players in the segment. Similarly supply side analysis enumerates production of detergent in India with forecasts upto 2017, past data of detergent production by key players as well as future projects announced by them.

The next segment of the report examines the growth opportunities and challenges existing for the industry. Opportunities like growing disposable incomes & Indian middle class, growing washing machine penetration in the nation and low per capita consumption of detergents, exist for the sector whereas the industry faces challenges in the form of raw material price fluctuations and environmental hazards of using detergents. This section is followed by key player information segment which give insights like key player profiles, market shares and Herfindahl-Hirschman Index. It also shares vital information like shareholding pattern and financial summary of the key companies. The segment further includes in-depth comparative analysis of HUL and Nirma Ltd. It compares the two companies' performance in the detergent segment and provides details like detergent brands owned by the companies, detergent segment sales & sales contribution, segment profit, assets & liabilities and segment capital expenditure over 2009-13. Also, the data mentioned above is graphically presented to enhance the understanding of comparative analysis of the two companies. The report further gives a peer group analysis of all the players operating in the fabric wash segment. It covers contact information like address of registered office and director's name, key financials like plant location, raw material consumption and financial comparison covering balance sheet, profit & loss account and financial ratios.

Gradual shift experienced by the sector from mass segment to premium and super premium segment will bring another round of growth for the household detergents sector. The detergent sector in the laundry care industry has grown from INR 57 billion in 2003 to INR 130 billion in 2011, registering a growth of ~11% during the period. We estimate the industry to reach levels of INR 241 billion by 2017.

Reasons for Buying this Report:

• This research report helps you get a detail picture of the industry by providing overview of the industry along with the market structure, classification and opportunities for the sector
• This report helps to understand the present status of the industry by providing a scrutiny of the demand- supply situation with forecasts
• Report provides analysis and in-depth financial comparison of major players/competitors
• The report provides in-depth analysis of the two major players of the segment- HUL and Nirma Ltd, which will help highlight the performance of the companies in the detergent segment
• The report provides forecasts of key parameters which helps to anticipate the industry performance

Our Approach:

• Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
• The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
• We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

About NIIR

NIIR PROJECT CONSULTANCY SERVICES (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our various services are: Detailed Project Report, Business Plan for Manufacturing Plant, Start-up Ideas, Business Ideas for Entrepreneurs, Start up Business Opportunities, entrepreneurship projects, Successful Business Plan, Industry Trends, Market Research, Manufacturing Process, Machinery, Raw Materials, project report, Cost and Revenue, Pre-feasibility study for Profitable Manufacturing Business, Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Business Opportunities, Investment Opportunities for Most Profitable Business in India, Manufacturing Business Ideas, Preparation of Project Profile, Pre-Investment and Pre-Feasibility Study, Market Research Study, Preparation of Techno-Economic Feasibility Report, Identification and Section of Plant, Process, Equipment, General Guidance, Startup Help, Technical and Commercial Counseling for setting up new industrial project and Most Profitable Small Scale Business.

NPCS also publishes varies process technology, technical, reference, self employment and startup books, directory, business and industry database, bankable detailed project report, market research report on various industries, small scale industry and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by professionals including project engineers, information services bureau, consultants and project consultancy firms as one of the input in their research.

Our Detailed Project report aims at providing all the critical data required by any entrepreneur vying to venture into Project. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable

product/line.

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