

Indian Fabric Care and Wash Market: Trends & Opportunities[2012-17]



Executive Summary

Fabric care and wash market has a very promising future in India, with the growing population and rising income levels of the middle class consumers. The consumers can spend more part of their disposable income in keeping their clothes clean by using different products that are offered by the fabric care and wash market. Companies are focusing on innovative and eco-friendly detergents.

Niche segments are expected to emerge and perform well in the market, like fabric conditioners. Developed markets have more demand for niche segments as compare to developing markets. At present, fabric conditioner form a meager part of fabric care and wash market in India but it has been projected that it has a vast potential for growth because fabric conditioner ensures that clothes get the care they deserve and also it keep the clothes fresh, fragrant, soft and shiny.

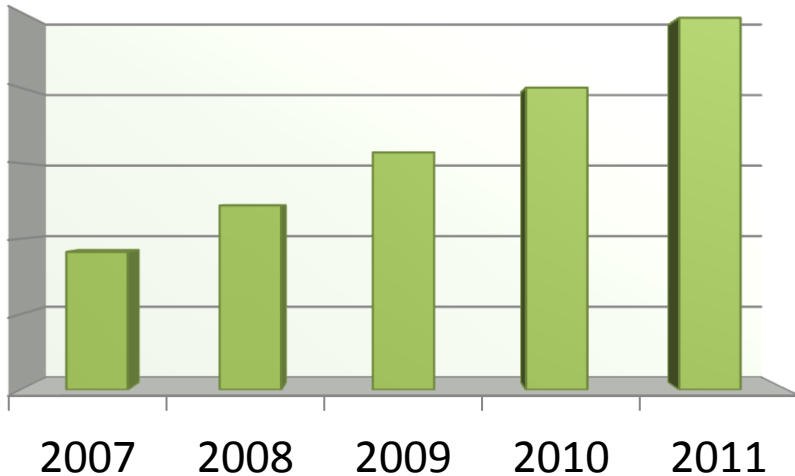
The report titled "Indian Fabric Care and Wash Market: Trends & Opportunities (2012-2017)" offers an in-depth analysis of the global as well as Indian fabric care and wash market, with detailed discussion of its segments such as liquid detergent, detergent powder and bar, fabric whitener and fabric softener/conditioner. The key market challenges recognized by the analysts and the major trends of the Indian fabric care and wash market are presented in the report.

Further, key players of the market like Hindustan Unilever Limited (HUL), Procter & Gamble (P&G), Jyothy Laboratories, Rohit Surfactants Private Limited (RSPL) and Reckitt Benckiser Group have been profiled and the growth of the market has been projected taking into consideration various aspects like previous growth patterns, the current trends and the growth drivers.

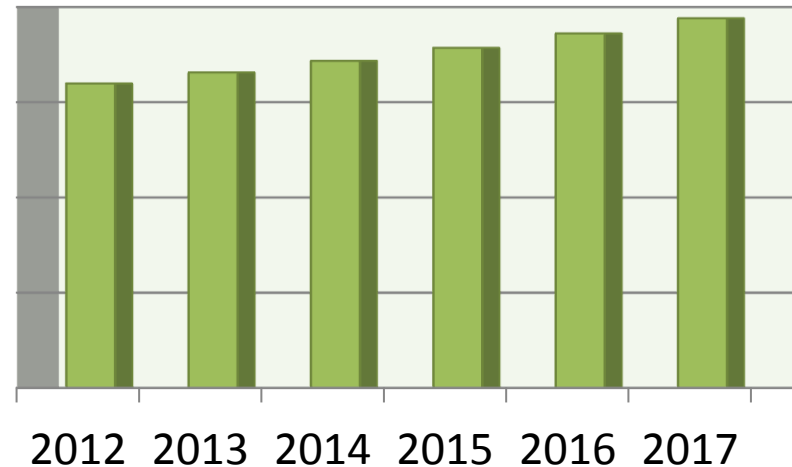
Fabric Care and Wash Market: Overview

Global fabric wash market is witnessing a saturated demand in mature markets. On the other hand, niche segments like fabric conditioner are expected to perform well in such markets.

Global Fabric Care and Wash Market, Market Size, 2007-2011 (US\$ Billion)



Global Fabric Care and Wash Market Size Forecast, 2012-2017 (US\$ Billion)

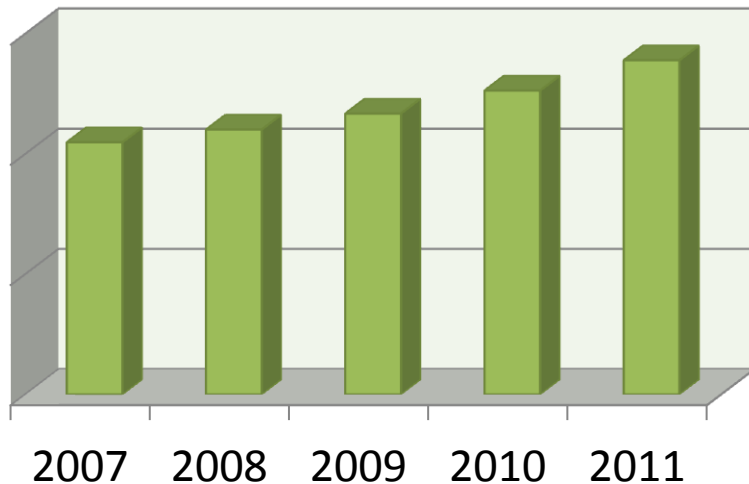


- The market grew at a CAGR of% during the period 2007-2011.
- Market size of global fabric care and wash market in 2017 is expected to reach to US\$billion from US\$ billion in 2012 by growing at a CAGR of.....%.
- Growth in the market is due to increasing affluence.....

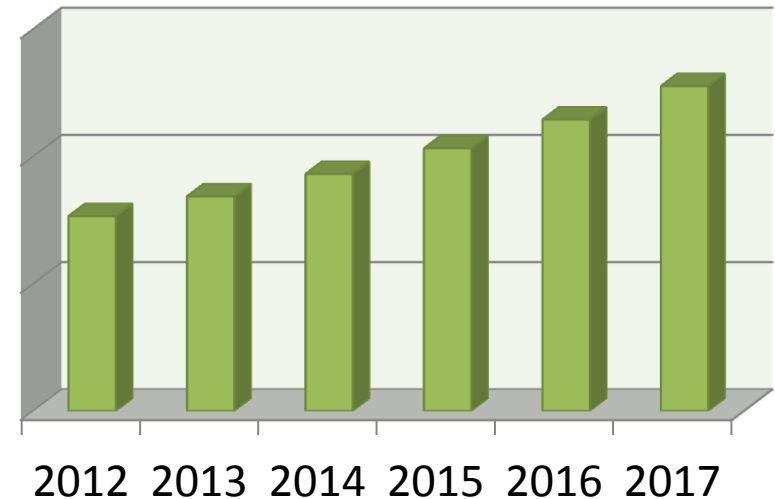
Indian Fabric Care and Wash Market : An Overview

Among the many factors adding to the growth of the Indian fabric care and wash market the chief reason is growing population.

Fabric Care and Wash Market in India,
Market Size, 2007-2011 (US\$ Million)



Fabric Care and Wash Market in India,
Market Size Forecast, 2012-2017 (US\$Mn)



- The market grew at a CAGR of% during the period 2007-2011.
- Market size of domestic fabric care and wash market in 2017 is expected to reach to US\$ from US\$ million in 2012 by growing at a CAGR of.....%.
- Growth in the market is due to increasing affluence.....

Market Trends

Shifts from Bar Detergents to Powder Detergents

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Widening Distribution Channel & Innovative Advertisement

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Environmental Friendly Detergents

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Shifting Demand from Developed to Developing Markets

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