



Indian Baby Care Market Showing Remarkable Growth

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The Indian baby care market has experienced sustainable growth during the past few years. The market, which has long been considered as a niche segment in the Indian perspective, has now transformed into a highly potential, fully fledged industry. As per our research report “Indian Baby Care Market Analysis”, aggressive marketing strategies and consumer acceptance of branded premium baby care products (especially in baby food and skin care segments) will further enable the industry to register a CAGR of over 11% during 2010-2013.

We have found that rising disposable income, better & improved product portfolios, competitive pricing, increasing product awareness, and changing consumer preference have accelerated market activities to attract more consumers. The rapid development of modern retail infrastructure is luring consumers for convenient shopping experience and transforming consumers into high retail spending. Baby care companies are optimally utilizing this trend and executing strong product positioning strategies to maximize their market returns.

As per our research, the market will witness a dramatic change in the competitive landscape. A large number of international companies will foray into the lucrative Indian baby care market with their diversified product portfolio. This will lead players to heavily invest on product innovation and development to capture a significant share of the overall market. The large untapped market in the rural areas is anticipated to witness concrete market developments, which will provide further impetus to the baby care market.

Our report is an outcome of comprehensive research and rational analysis of various segments of baby care market, including skin care; massage oil, diapers, baby food, and hair care. The report provides statistical data and analysis of ongoing and future market trends to facilitate a deep market understanding. The future projections are made after analyzing current market scenario, past trends, and ongoing developments in the market. A brief overview of competitive landscape has been also included in the report to provide a balanced research approach.

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