India Household Cleaning Market Outlook, 2021

Description: This report gives an in-depth analysis of household cleaning industry. The household cleaning industry in India is highly unorganized and the size of unorganized sector is three times than that of organized one. However, this report includes only the organized sector i.e. the branded household cleaning market. The organized household cleaning market in India is mainly split into three broad categories viz. utensil cleaner, toilet cleaner and surface cleaner. Utensil cleaners are further split into dishwashing bar, liquid, powder and pastes. Toilet cleaners consist of liquid cleaners, in-cisterns & rim blocks whereas surface cleaners are split into floor cleaner, specialized and multipurpose cleaners. The specialized cleaners are further split, based on their application areas.

According to “India Household Cleaning Market Outlook, 2021”, the overall market for household cleaning is anticipated to grow with a CAGR of 22.74% in the next five years. In utensil cleaning category, dishwashing bars dominate market revenues, followed by liquid cleaners whereas dishwashing paste has negligible contribution. Consumers in urban areas are now upgrading to dishwashing liquids which are expected to register robust growth in the forecast period. Powder based utensil cleaners are now set to diminish from the market. The surface cleaning market is growing mainly because of rising awareness about brands due to heavy promotion by leading companies. Floor cleaners dominate category revenues, followed by specialized and multi-purpose cleaners. Surface cleaners are targeted mainly at urban households and thus are more popular in urban markets. Liquid toilet cleaners are popular in Indian market because of low unit prices and age old preference of consumers. Toilet in-cisterns and rim blocks are growing very fast due to their enhanced cleaning methods and easy to use advantages. Household cleaning products are largely sold through modern retail stores like supermarkets, hypermarkets and malls. Traditional grocery stores are reluctant to store them on their shelves because of their high price and low probability of selling. Online sales of household cleaning products remain negligible; however expected to grow in future due to rising mobile phone and internet penetration in the country. Major companies in the household cleaning market include Hindustan Unilever, Reckitt Benckiser, Jyothy Laboratories, Rohit Surfactants, Dabur India, SC Johnson etc. Major brands operating in the industry are Vim, Harpic, Pril, Exo, Xpert, Lizol, Domex, Colin, Sani Fresh, Cif, Mr Muscle, Easy Off Bang, Dazzl, Dettol etc.

Key Categories:
- Utensil Cleaner
- Surface Cleaner
- Toilet Cleaner

Contents:
1. Executive Summary
2. Global Household Cleaning Market Outlook
   2.1. Global Utensil Cleaner Market Outlook
   2.2. Global Surface Cleaner Market Outlook
   2.3. Global Toilet Cleaner Market Outlook
3. India Household Cleaning Market Outlook
   3.1. Market Size By Value
   3.2. Market Share
      3.2.1. By Company
      3.2.2. By Brand
      3.2.3. By Category
      3.2.4. By Demographics
      3.2.5. By Sales Channel
   3.3. Product, Price and Variant Analysis
      3.3.1. Utensil Cleaning Bar
      3.3.2. Utensil Cleaning Liquid
      3.3.3. Utensil Cleaning Powder
      3.3.4. Utensil Cleaning Paste
      3.3.5. Floor Cleaner
      3.3.6. Specialized Cleaner
3.3.7. Multi-Purpose Cleaner
3.3.8. Liquid Toilet Cleaners
3.3.9. Toilet Rim Block
3.3.10. In-Cistern Toilet Cleaner
4. India Utensil Cleaner Market Outlook
4.1. Market Size By Value
4.2. Market Share
4.2.1. By Company
4.2.2. By Brand
4.2.3. By Product Type
4.2.4. By Demographics
4.2.5. By Sales Channel
4.3. India Bar Utensil Cleaner Market
4.4. India Liquid Utensil Cleaner Market
4.5. India Powder Utensil Cleaner Market
4.6. India Paste Utensil Cleaner Market
5. India Surface Cleaner Market Outlook
5.1. Market Size By Value
5.2. Market Share
5.2.1. By Company
5.2.2. By Brand
5.2.3. By Segment
5.2.4. By Demographics
5.2.5. By Sales Channel
5.3. India Floor Cleaner Market
5.4. India Specialized Cleaner Market
5.5. India Multi-Purpose Cleaner Market
6. India Toilet Cleaner Market Outlook
6.1. Market Size By Value
6.2. Market Share
6.2.1. By Company
6.2.2. By Product Type
6.2.3. By Demographics
6.2.4. By Sales Channel
7. India Economic Snapshot
8. Raw Material
9. Market Penetration
10. Future Development
11. Policy & Regulatory Landscape
12. Trade Dynamics
12.1. Import
12.2. Export
13. Channel Partner Analysis
14. India Household Cleaning Market Dynamics
14.1. Key Drivers
14.2. Key Challenges
15. Market Trends & Developments
15.1. Increasing Importance of Hygiene for Ensuring Wellbeing
15.2. Competition Between Private Labels and National Brands
15.3. Marketers Leveraging Government's Initiative for Cleanliness
15.4. Multi-Purpose Cleaners Gaining Popularity
15.5. Organic Products & Eco Friendly Formulations
15.6. Growing Sanitation Awareness in India
16. Competitive Landscape
16.1. Porters Five Forces
16.2. Company Profiles
16.2.1. Reckitt Benckiser (India) Ltd.
16.2.2. Hindustan Unilever Limited
16.2.3. Dabur India Limited
16.2.4. SC Johnson Products Pvt. Ltd.
16.2.5. Jyothy Laboratories Limited
16.2.6. Venky's (India) Limited
16.2.7. Future Consumer Enterprise Ltd.
16.2.8. Fena Private Limited
16.2.9. Pitambari Products Pvt. Ltd.
16.2.10. The Clorox Company
17. Strategic Recommendations
18. Disclaimer

LIST OF FIGURES
Figure-1: India Household Cleaning Market Size - By Value 2010-2015 (INR Crore)
Figure-2: India Household Cleaning Market Size Forecast - By Value 2016F-2021F (INR Crore)
Figure-3: India Household Cleaning Market Share - By Company 2015 & 2021F
Figure-4: India Household Cleaning Market Share - By Brand 2015
Figure-5: India Household Cleaning Market Share - By Brand 2021F
Figure-6: India Household Cleaning Market Share - By Category 2015 & 2021F
Figure-7: India Household Cleaning Market Share - By Demographics 2015 & 2021F
Figure-8: India Household Cleaning Market Share - By Sales Channel 2015 & 2021F
Figure-9: India Utensil Cleaner Market Size - By Value 2010-2015 (INR Crore)
Figure-10: India Utensil Cleaner Market Size Forecast - By Value 2016F-2021F (INR Crore)
Figure-11: India Utensil Cleaner Market Share - By Company 2015 & 2021F
Figure-12: India Utensil Cleaner Market Share - By Brand 2015 & 2021F
Figure-13: India Utensil Cleaner Market Share - By Product Type 2015 & 2021F
Figure-14: India Utensil Cleaner Market Share - By Demographics 2015 & 2021F
Figure-15: India Utensil Cleaner Market Share - By Sales Channel 2015 & 2021F
Figure-16: India Bar Utensil Cleaner Market Size - By Value 2010-2015 (INR Crore)
Figure-17: India Bar Utensil Cleaner Market Size Forecast - By Value 2016F-2021F (INR Crore)
Figure-18: India Liquid Utensil Cleaner Market Size - By Value 2010-2015 (INR Crore)
Figure-19: India Liquid Utensil Cleaner Market Size Forecast - By Value 2016F-2021F (INR Crore)
Figure-20: India Powder Utensil Cleaner Market Size - By Value 2010-2015 (INR Crore)
Figure-21: India Powder Utensil Cleaner Market Size Forecast - By Value 2016F-2021F (INR Crore)
Figure-22: India Paste Utensil Cleaner Market Size - By Value 2010-2015 (INR Crore)
Figure-23: India Paste Utensil Cleaner Market Size Forecast - By Value 2016F-2021F (INR Crore)
Figure-24: India Surface Cleaner Market Size - By Value 2010-2015 (INR Crore)
Figure-25: India Surface Cleaner Market Size Forecast - By Value 2016F-2021F (INR Crore)
Figure-26: India Surface Cleaner Market Share - By Company 2015 & 2021F
Figure-27: India Surface Cleaner Market Share - By Brand 2015 & 2021F
Figure-28: India Surface Cleaner Market Share - By Segment 2015 & 2021F
Figure-29: India Surface Cleaner Market Share - By Demographics 2015 & 2021F
Figure-30: India Surface Cleaner Market Share - By Sales Channel 2015 & 2021F
Figure-31: India Floor Cleaner Market Size - By Value 2010-2015 (INR Crore)
Figure-32: India Floor Cleaner Market Size Forecast - By Value 2016F-2021F (INR Crore)
Figure-33: India Specialized Cleaner Market Size - By Value 2010-2015 (INR Crore)
Figure-34: India Specialized Cleaner Market Size Forecast - By Value 2016F-2021F (INR Crore)
Figure-35: India Multi-Purpose Cleaner Market Size - By Value 2010-2015 (INR Crore)
Figure-36: India Multi-Purpose Cleaner Market Size Forecast - By Value 2016F-2021F (INR Crore)
Figure-37: India Toilet Cleaner Market Size - By Value 2010-2015 (INR Crore)
Figure-38: India Toilet Cleaner Market Size Forecast - By Value 2016F-2021F (INR Crore)
Figure-39: India Toilet Cleaner Market Share - By Company 2015 & 2021F
Figure-40: India Toilet Cleaner Market Share - By Product Type 2015 & 2021F
Figure-41: India Toilet Cleaner Market Share - By Demographics 2015 & 2021F
Figure-42: India Toilet Cleaner Market Share - By Sales Channel 2015 & 2021F
Figure-43: Import of Household Cleaning Products in India - Value & Volume 2010-11 to 2014-15
Figure-44: Export of Household Cleaning Products from India - Value & Volume 2010-11 to 2014-15
Figure-45: Distribution Channel followed by Household Cleaning Manufacturers in India

LIST OF TABLES
Table-1: Product, Price and Variant Analysis of Utensil Cleaning Bars in India (Price/100gram)
Table-2: Product, Price and Variant Analysis of Utensil Cleaning Liquids in India (Price/500ml)
Table-3: Product, Price and Variant Analysis of Utensil Cleaning Powders in India (Price/500gram)
Table-4: Product, Price and Variant Analysis of Utensil Cleaning Pastes in India (Price/500gram)
Table-5: Product, Price and Variant Analysis of Floor Cleaners in India (Price/500 ml)
Table-6: Product, Price and Variant Analysis of Specialized Cleaners in India (Price/500ml)
Table-7: Product, Price and Variant Analysis of Multi-Purpose Cleaners in India (Price/500ml)
Table-8: Product, Price and Variant Analysis of Liquid Toilet Cleaners in India (Price/500 ml)
Table-9: Product, Price and Variant Analysis of Toilet Rim Blocks in India (Price per pack)
Table-10: Product, Price and Variant Analysis of In-Cistern Toilet Cleaner in India (Price per pack)
Table-11: India Economic Profile - 2014
Table-12: Typical Raw Material found in various General Purpose Cleaners
Table-13: Typical Raw Material found in Biocidal Hard Surface Cleaner
Table-14: Typical Raw Material found in Insect Repellant Hard Surface Cleaner
Table-15: Typical Formula For Glass Cleaners
Table-16: General Formulations For Acid Toilet Bowl Cleaners (% Weight)
Table-17: General Formulations For Solid Toilet Tank Cleaners (% Weight)
Table-18: Import Duties under HS code 340220
Table-19: Import of Household Cleaning Products in India - By Country By Volume 2014-15
Table-20: Export of Household Cleaning Products from India - By Country By Volume 2014-15
Table-21: Product Portfolio of Reckitt Benckiser (India) Ltd. in Utensil Cleaner Market
Table-22: Product Portfolio of Reckitt Benckiser (India) Ltd. in Surface Cleaner Market
Table-23: Product Portfolio of Reckitt Benckiser (India) Ltd. in Toilet Cleaner Market
Table-24: Key Facts of Reckitt Benckiser (India) Ltd.
Table-25: Product Portfolio of Hindustan Unilever Limited in Utensil Cleaner Market
Table-26: Product Portfolio of Hindustan Unilever Limited in Surface Cleaner Market
Table-27: Product Portfolio of Hindustan Unilever Limited in Toilet Cleaner Market
Table-28: Key Facts of Hindustan Unilever Limited
Table-29: Product Portfolio of Dabur India Limited in Household Cleaning Market
Table-30: Key Facts of Dabur India Limited
Table-31: Product Portfolio of SC Johnson Products Pvt. Ltd. in Household Cleaning Market
Table-32: Key Facts of SC Johnson Products Pvt. Ltd.
Table-33: Product Portfolio of Jyothy Laboratories Limited in Household Cleaning Market
Table-34: Key Facts of Jyothy Laboratories Limited
Table-35: Product Portfolio of Venky's (India) Limited in Household Cleaning Market
Table-36: Key Facts of Venky's (India) Limited
Table-37: Product Portfolio of Future Consumer Enterprise Ltd. in Household Cleaning Market
Table-38: Key Facts of Future Consumer Enterprise Ltd.
Table-39: Product Portfolio of Fena Private Limited in Household Cleaning Market
Table-40: Key Facts of Fena Private Limited
Table-41: Product Portfolio of Pitambari Products Pvt. Ltd. in Household Cleaning Market
Table-42: Key Facts of Pitambari Products Pvt. Ltd.
Table-43: Product Portfolio of The Clorox Company in Household Cleaning Market
Table-44: Key Facts of The Clorox Company

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: India Household Cleaning Market Outlook, 2021
Web Address: http://www.researchandmarkets.com/reports/3745726/
Office Code: SCH3HB5V

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electronic (PDF) - Single User</td>
<td>USD 2950</td>
</tr>
<tr>
<td></td>
<td>Hard Copy - Entrisewide</td>
<td>USD 3250 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td></td>
<td>CD-ROM - Entrisewide</td>
<td>USD 3250 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td></td>
<td>Electronic (PDF) - Site License</td>
<td>USD 3600</td>
</tr>
<tr>
<td></td>
<td>Electronic (PDF) - Entrisewide</td>
<td>USD 3950</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>Sort code</th>
<th>Swift code</th>
<th>IBAN number</th>
<th>Bank Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>833 130 83</td>
<td>98-53-30</td>
<td>ULSBIE2D</td>
<td>IE78ULSB98533083313083</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code:

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World