



REVIEW ON INDIA'S BABY CARE MARKET

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ABSTRACT

Now a days market is more shopper oriented and all activities of business rotate around the Customers in order to satisfy them by fulfilling their needs via effective service. The quality products of baby are found to be expensive and companies are always looking to develop the most cutting edge products. The main concern of the parents is to have best products for their child in order to keep safe and sound. Parents just not but the product easily by believing on the advertisement, they do research on the Internet by viewing product websites, consumer reports, blogs etc. and then make a decision, but the one which suits him the best. Increasing level of income, availability of better products and rising awareness have meaningfully altered the child care products industry landscape. In field of baby care product, India is found to be most preferred destination for marketers and manufacturers.

Key words: Baby Market, Health & Safety, Product, Quality, Child Care.

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1. INTRODUCTION

The segment which is rising at a fast pace in India is Baby care market. The usage & amount of child care products has almost double in India in last few years. The factors which are nurturing the progress of the segment are vast population of India, increasing birth rate & literacy rate, enhanced purchasing power and urbanisation of the rural population. Parents now a day no more get appealed by the fancy advertisement, they make their purchasing decisions after investigating on Internet, taking reference from friends and reading customer reviews etc. New parents are also tremendously concerned about their child's safety. It is very

difficult to gain the belief of a customer in today's market. Additionally, awareness of toxins and their harmful effects on babies has led to an increase in negativity in the industry against the giants. Educated mothers see only harmless choices for their children, and that has opened up an ocean of opportunities for innovative goods on the childcare market. Franchising or distribution has witnessed a spurt in the baby care products market. Baby care segment is one of the lonely industries that has seen an advanced number of repeat purchases, with repeat buyers accounting for more than 50 percent of shoppers.

2. EMERGING CONSUMER TRENDS

Inclination of parents to organic products is the major trend nowadays. Giving birth to child to raising a child, Internet has all the information on every single subject. Extravagant advertisements or giant names no longer appeal to educated parents; they are vigorously watching for innocuous ingredients in the product. Parents are attracted to Ayurveda and natural baby-care recipes, as they are harmless and the only reason to gain fame. Internet diffusion has made information accessible to rural consumers, which helps them make buying decisions. Parents belonging to cities and small towns are equally up-to-date as their urban counterparts are growing, and the level of brand awareness that leads to the development of value products for baby care. Consumers' attention is shifting to value-based purchases instead of price-based purchases because of the increase in revenue. There are unlimited opportunities for that segment in the semi-urban and rural market.

3. ORGANIC IS THE NEW BLACK

Health & safety of their kids is found to be the major concern of Indian mothers. They immediately take a step back, as soon as they realize that something harms their kid. Once the parents come to know about the negative effects of injurious elements and toxins in some of the products, they immediately stop buying and this is what happened in the baby care market. And that is the reason parents start opting natural and organic products in order to ensure that their children are safe. With time, awareness among parents is seen to be increasing, their preferences are shifting steadily towards natural and organic products. Brand names and pricing fail to attract new generation of Indian Parents; what matters to them is that the product does not have any harmful ingredients and does not harm their child in any way, which is ultimately creating a market for natural products.

4. FACTORS RESPONSIBLE FOR MARKET ADVANCEMENT

- Increased awareness regarding child hygiene
- Raising birth rates in developing countries
- Growing number of working parents, especially women.
- Rising Urbanization & Lifestyle Transition
- Heightened consumer purchasing power

The primary factor driving the growth of the global market for baby products is the increasing parental concerns about the hygiene of the infant. Hygiene of baby is crucial for their health and it is well understood by the mothers, that is the reason leading to purchase of premium & good-quality products for babies. Vendors are doing research on product innovation & its quality as they have realized that customers are willing to pay premium price for baby hygiene. Another major driver for this market is the increase in promotional & advertising activities & extension & innovation of product lines.

5. FUTURE OF BABY CARE INDUSTRY

Growth opportunities in the baby care market exist because progress has been seen in the working-class population and in the nation's middle-class wealth. Awareness of innovative products and education about what is harmful and harmless leads parents to make conscious choices. The millennial parents will not only be driven by product quality in the future; they will also look for the product's sustainability quotient. The world & new age parents are taking their steps back to the past natural recipes. Organic & natural products are preferred more by the parents and they are not reluctant to pay premium price for the safety of their children. For the well-being, People have to start relying more on natural products. There is a huge potential for brands that are honest towards their customers and offer natural products for green parenting. Looking at the increasing birth rates in developing countries and awareness about hygiene & safety of child are two key factors which are boosting the growth of market in the forecast period. "Global baby care products market is estimated to grow from \$15210 million in 2016 to \$2207 million by 2025, at a CAGR of 4.70% between 2017 and 2025. The Indian Market of baby Care Products is projected to grow at a CAGR of more than 15% during 2020-2025.

6. BABY CARE PRODUCTS MARKET

Products are classified into various groups, such as cosmetics and toiletries for babies, products for baby health and comfort, and food / formula for children. The primary factors projected to drive demand for baby care products from 2018 to 2026 are an increase in the population of working women, and an increase in disposable income.

6.1. Key infant care Products by category

- Baby Toys
- Baby Clothes
- Cosmetics for Babies
- Accessories for Children
- Food for Babies
- Baby Slide

7. MAJOR PLAYERS IN THE INDIAN INDUSTRY

Unilever: -Hindustan Unilever Limited (HUL) is India's largest FMCG Firm. It is owned by "Unilever" the British-Dutch company and has a majority stake in Hindustan Unilever Limited of about 52 per cent. It has offices in Mumbai, Maharashtra, India. Hindustan Unilever Limited has more than 35 brands, representing 20 different categories.

About Unilever



- Unilever it is an multinational company, which includes Dutch Unilever NV in Rotterdam and the British Unilever PLC, based in London.
- **Establish year:** 1930 , - Lever Brothers and Dutch margarine
- **Main operation:** Personal Care, Food, Refreshment, Home Care.
- **Present CEO:** Paul Polman
- **Total Brands:** 400
- **Major Brands:** Axe/Lynx, Dove, Lux, Flora/Becel, Hellmann's, Knorr, Surf, Omo,

Your baby's bath time is special which means that you need a unique baby product to go with. Dove is on the market for baby care that keeps the skin of the baby soft from one bath to the next. 1/4 moisturizing cream, Hypoallergenic and their gentle cleansers clean the skin and hair of babies. Dove has grown from a moisturizing Beauty Bar into a global brand with a range of products: body wash, body and hand lotions, facial cleaners, deodorants, conditioners, hair styling and shampoos.

Procter & Gamble Co.: -It Is an American multinational consumer goods company with headquarters in Ohio, U.S.A. The company is in the segments Grooming, Beauty, Healthcare, Home Care Fabric & Baby Care.

- 1837: James Gamble and brothers-in-law William Procter begin partnerships in Cincinnati to make and sell soap and candles.
- 1859: Sales of P&G reached to \$1 million
- 1879: Introduction of the cheap, but high quality Ivory soap
- 1924: The company established a department for market research to study consumer preferences and purchasing habits
- 1955: Introduction of crest, first fluoride toothpaste clinically proven to fight cavities
- 1961: Introduction of pampers which replaced cloth diapers
- 1980: Sales amount to 10 Million Dollar
- 2002: Company develops naturally famine pads specifically for the needs of Latin American low income women
- Today: Today it operates in 80 countries with a portfolio of 30 million dollars: Charmin, Pantene, Tide, Folgers, Olay, Crest, Always, Bounty, Ariel, Downy, Pampers and Pringles.

Kimberly-Clark Corp: -is the largest tissue and paper towel manufacturer in the country. As the second household and personal care manufacturer in the US it ranks just behind Procter & Gamble. In 1995, with its acquisition of long-term rival, the Scott paper company, the company doubled in size. Most of the group's focus is on their fight with P&G in: Bathroom Tissue, Diaper, Paper Towel Business. K-C can console itself with the knowledge that still outstrips its much larger rival in paper products, while its brand Huggies is a close second on the global nappy market.

Johnson & Johnson: -is a fortune 500 global pharmaceutical and consumer packaged goods corporation. It was founded by three brothers in 1886, including James Wood Johnson, Robert Wood Johnson and Edward Mead Johnson. The company has companies operating in more

than 60 countries in more than 265 countries. It came in India in 1947 and Johnson's baby powder was their 1st product.

Nestle SA: -Henri nestle was founded in the year 1866. It is the world's largest food & nutrition service. Its first product was for babies and it also deals with many products, such as dairy, coffee, breakfast cereals, bottled water, cakes and ice cream etc. Henry Nestle produced a baby food in the 1860's which could not breastfeed. Nestle 's four internationally run companies are: - Nestle Waters, Nestle Foods, Nestle Pharma and Food & Beverages

Some other Baby care vendors are

- Amul
- Aditya Birla Group
- Chicco
- Emami
- Dorel Industries
- Himalaya Drug Company
- Kiwi Baby
- Infantino
- Marico
- Peg Perego
- Mothercare
- Wipro
- Pristine Organics

8. SWOT ANALYSIS OF BABY CARE PRODUCTS MARKET IN INDIA

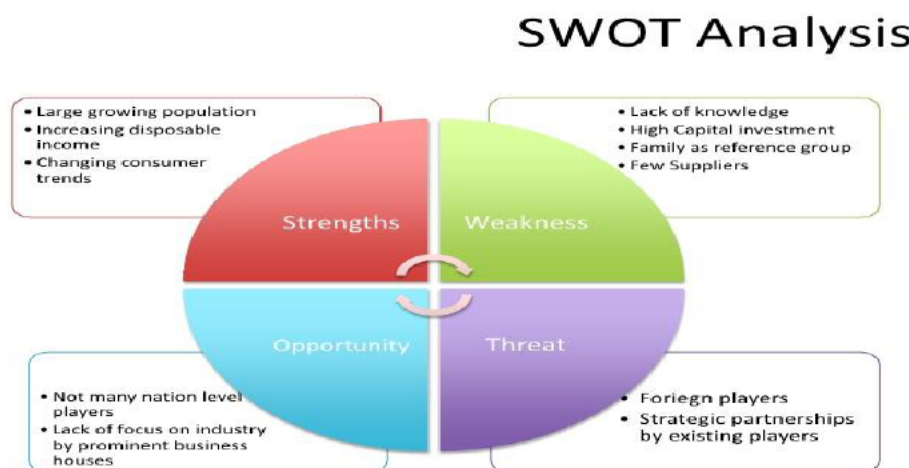


Figure 1 SWOT Analysis

9. LITERATURE REVIEW

(Bindhu & Prasad, 2017) Concluded that India is experiencing three trends in its population which will effect economic growth in future, they are

- Population of working people are increasing with time
- Migration of people from rural areas to urban areas
- Population of middle class income group is increasing

These changes will alleviate baby care industry. In India, parents are more educated & brand conscious now, they prefer products with superior quality. In future, they will be bored with the existing products & will demand some innovative & creative product. So marketers must focus on bringing innovation in products & marketing strategies in baby care industry as Indian parents won't compromise for anything less than best for their kids. Unlike other industry, repeat purchases have been seen in baby care industry. Majority of the buyers are Women. As per estimates by the industry, in every single minute, 15 baby products are sold online. Huge scope of innovation & expansion is there in India's baby care market. Consumers invest a lot in these categories as they don't want to compromise on the quality of products. As there are few players in this industry, to achieve the competitive advantage, a deep understanding of what's driving product choice is critical.

(Aswathy.R & Chandrasekar, 2019) Concluded that according to Euromonitor International's 2017 report, retailing channels on the Internet have become more popular in the marketing of baby care products due to a good amount of discount being offered to clients. Many new marketers have entered this industry in the past several years either through their own websites or by establishing themselves in some websites of e-commerce. Some of them are baby Oye, First Cry, Hopscotch, and My baby cart that cater exclusively for baby care needs. First cry and baby care brands have also started catering their customers through offline mode by opening their store to have an edge over the competitors and have more customers after establishing themselves online. This segment has attracted Amazon, Myntra, Flipkart, Snapdeal etc, they have also started serving their customers by offering a range of baby care products. In past few year, growth has been seen in e-retailing of child care products. E-retailers has been preferred by the shoppers because of the convenience and time saving.

(Mathuthra & Latha, 2016) Concluded that marketers are no more product and sales oriented, they are customer oriented now. Marketers are taking every possible effort to satisfy the customers by offering products and services as per their needs. Marketers have realized that Customers are most important for them, not the product. Every marketer makes their own strategies to sell the product but in this competitive world, selling is no more an easy task. To make it easy, marketer has to be good in research and should understand the needs and wants of customers first before coming up with product in the market. To satisfy the customer should be the primary goal of any Organization. Customer attitude is closely linked to quality.

(Nandal, Nandal, & malik, 2020) Concluded that new customers can be attracted & retained by using effective loyalty program in any market. It has been seen that better competitive advantage is enjoyed by the companies offering loyalty programs. It helps in building long term & profitable relations with customers. To implement loyalty program effectively, company should make best use of available technology as more customers are going digital in making purchase.

(AYDIN, AR, & TAŞKIN, 2014). Concluded that brand trust has positive effects on relational commitment, intention to buy and acceptability of brand extension Effect is seen higher on purchasing intentions than commitment to brand. If we compare local brands to national brands, then effect of brand trust on purchasing intention is found higher in national

brands. Trust on brand depends on how much visible you are in the market. As we know that baby products are purchased for a specific time period, that is the reason of weak long term relationship between parents and brand. The effects of trust in the behavioural dimensions is seen to be stronger than in the attitudinal dimensions.

(Mrs.A.KAVITHA, 2017) Concluded that there exist a positive association between education qualification, income of family, no. of children and time period of using Johnson's products. Respondents feel that the prices are high and marketer should make them understand the reason of charging this price as most of the Customers are price sensitive. To achieve the objectives of Organization and public welfare, Customers must be satisfied. New companies with latest technology or foreign collaboration can easily enter the industry because of the liberal government policies. The best way to retain the customers, is to satisfy them.

(Wadhawan & Seth, 2018) Concluded that Strict regulations need to imposed on to use environmental friendly material while manufacturing baby products. The products should be made available at affordable price. The products should be clinically tested to ensure safety. People are preferring online shopping but that does not close gates to traditional mode. People still buy from offline mode as they can examine the product quality before spending money. There is a huge scope of expansion in this industry because of the changing lifestyle of people, growth in the income. Increasing rate of working women, awareness of advanced products, modern concepts of retailing etc

(Dr.M.K.Durgamani & Dr.M.Ganesan, 2018) Concluded that the entire market is more customer-oriented and all business operations revolve around customer satisfaction by meeting their needs through efficient service. Rising technology, need, , taste and desires of customers are also marked by rapid change. But the health of babies is the prime factor in the changing world. There's a need to do product development research. New flavours can be brought onto the market of baby food. The government may conduct awareness program for baby's health and baby food in both urban and rural area. The firm will also concentrate on producing goods for people below economic level at reasonable rates.

10. CONCLUSION

Baby Care product market is growing and evolving in India with time because of change in lifestyle of people, increase in income & increase in number of working women. There exists a positive relation between education, qualification, income of family & no. of children in buying baby care products. As parents are more educated & working, they are getting more conscious now. Before launching a new product, Companies are now focusing on more innovative ideas, also they are focusing on change in taste, needs and preferences of consumer. As the time evolves, companies are focusing on online sales as well instead of traditional offline sales. Online sales also offer good discount to consumers, moreover for working parents this seems to be a good way to shop for baby care products as it saves a lot of time. However, there should be certain check points before launching a product. These include

- Environment friendly materials should be used.
- To ensure safety, the product needs to be clinically tested.
- Proper research should be done on product.
- The product should be affordable.
- There should be awareness program towards baby care products.

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