

REVIEW ON INDIAN BABY SKIN CARE PRODUCT MARKET (WITH SPECIAL REFERENCE TO RAJASTHAN)

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ABSTRACT

As the population of India is rising at a fast pace and so are the number of babies increasing. The people are getting more aware of baby skincare products due to education, urbanization, and inclination towards western culture. Now, new mothers use specific baby products rather than traditional products which they used before. They check the specifications of the product and ensure its quality and safety before using them. From washing to bathing, the use of products such as shampoo, oil, soap, powder, lotion, diaper cream, detergents all fall under the baby skincare category. Companies are using effective marketing techniques to increase their market share and fulfill the expectations of the customers. They are using product innovation and new technology development and new marketing methods to promote their product. Retailers are providing the best products to customers with standard quality, hygiene, and safety.

Keywords: *BabySkin Care, Customer Expectations, Opportunities, Products, Quality, Safety.*

Introduction

The skin of infants is different from adults as it is less hairy, and thinner and this structural and functional difference create a need for baby products. The skin of newborn baby is very delicate. It is good to use skincare products made specifically for babies, which are fragrance-free and tear-free shampoos, gel, and lotions.

Baby care products can be identified under different categories

- Skincare
- Haircare
- Baby seat
- Baby Safety products
- Baby toys
- Baby Feeding Needs

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- Baby food
- Diapers, and other accessories.
Under the aegis of baby skincare products range, there are different products
- Shampoo
- Lotions
- Soap
- Cream
- Powder
- Oil
- Diaper cream
- Eczema cream
- Sunscreen.

These baby products are commonly used for babies under the age of 4 years, which includes newborn, toddler, and infant.

With a fertility rate of 2.20 births per woman (2019) and as of the year 2020, the population aged 0-4 years was 116,879.51 thousand persons so it is expected that India will be the enormous market for this vend. However, the fertility rate is declining but still, India accounts for 17.25%(the year 2020) of the world's population aged 0-4 years, thus contributing to the boom of the baby care industry.

The baby segment in India has turned up as a profitable market and has seen remarkable advancement in the past few years. In addition to this, the baby market is awaited to spring up to further due to easy entry into the market and its competitive nature. The baby product market encompasses products like baby hair and skincare products, toiletries and diapers, toys, and food. Indian baby care products market expected to expand at a CAGR of 14.02% during the year 2020-2025 as forecasted.

Specifically, talking about Rajasthan, it has seen tremendous growth in the baby care sector as being an untapped market and has a high potential to grow for baby and maternity products. Rajasthan is a growing market in terms of trade and culture. The growth of this demand can attribute to certain elements in the changing socio-economic scenario and changing consumer mindset, thus increasing the penetration of the baby care industry in the state.

Here, the target customers are new parents, specifically mothers who are the decision-makers.

Glimpse of Rajasthan Baby Product Market

Rajasthan is the seventh-largest Indian state with 7.92 crores of population and also largest by area which constitutes 10.4% of the total country's geographical area, at 342,239 km. It is located in the northwest part of the country.

Rajasthan has a population of 81 million (estimated in 2020 as per Unique Identification Aadhar India, updated 31 May 2020.) people. In 2015, the birth rate for Rajasthan was 24.8 births per 1000 inhabitants. The Total Fertility Rate of Rajasthan is currently 2.9 children per woman (SRS, 2012). According to Primary Census Abstract: Census of India 2001.

The driver to this market is an increase in birth rate, transition in a healthy lifestyle, rise in working women population, increase in liquidity that steers the healthy mother-child connection. Though currently baby care market is restricted to urban cities now it is stretching to semi-urban and rural areas. The baby skincare segment in Rajasthan state is flourishing like never before, approbation to the ingenuity taken by surging of retailers in this segment. New entrants like Mothercare, Chicco, MamaEarth, Mom's Co., among others along with the familiar players like Johnson & Johnson, Procter, and Gamble, Himalayas which have been dominant in the Indian Market are uniting the chain in Rajasthan with many other cluttered retailers. Now a day, it's very common to hear formal shopping as a routine one for baby skincare products in Rajasthan. Retailers are leading the way as weekly purchasing putting emotional psychographics as a pacesetter selling fraction.

Rajasthan Baby skincare market is booming at a good rate due to an increase in awareness about the availability of an extensive range of baby skincare products. The baby care products market in Rajasthan is highly competitive, with the presence of numerous local and regional players. The Indian economy is developing in an operable phase and huge potential subsist for this Baby care industry. In

Today's time due to high GDP, Increase in disposable income, and double income of parents, mothers want such products which save their time to take care of their little ones, which in turn helps in alleviating the sales of baby products.

Review of Literature

(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.

(Bindhu H, Prasad U.D.2017), states that recent years have witnessed a spurt in the market for baby care products in India. The rising number of babies contributes to higher demand for baby products; however, this is strongly supported by surging income levels resulting from robust growth. In addition to these factors, rising literacy, working mothers, and aggressive marketing have also contributed to a shift in consumer behavior that allows mothers to use baby care products rather than the traditional indigenous alternatives. Retailers and manufactures are constantly involved in product innovation and development has allowed to widen the market, using new technologies and advanced marketing approaches.

(Sarkar R, BasuS, Agarwal R.k., Gupta P.2010) discuss about skin of the newborn that differs from that of an adult in several ways. It is more susceptible to trauma and infection and requires special care. Certain principles of skin care have to be emphasized to the mother or caregiver such as gentle cleansing, adequate hydration and moisturization of the skin, preventing friction and maceration in body folds, and protection from irritants and bright sunlight. The initial bath in full term infants can be given once the baby's temperature has stabilized and the infant is hemodynamically stable. All soaps, cleansers, and syndets should be used infrequently during the newborn. period and it is better if their use is limited to groins, axillae and napkin areas. The use of emollients on new-borns should be limited in warm weather.

(AYDIN, AR, TAŞKIN, 2014) states that brand trust is the key component of healthy and long term relationship between customers and brand. They took into consideration global and national brands for customer and brand relationship in Turkey. They discuss about repurchasing intention is greater in national brand purchase than its effect on relational commitment. The effect of brand trust on purchasing intention rather than brand commitment can be explained in two ways. Firstly, in the baby product segment, these products are generally purchased only for a specific period so the possibility of parents to develop a long-term relationship with the brand is feeble. In this regard, brand trust is identified as a more effective variable on brand extension acceptability and purchasing intention rather than commitment.

- Secondly, there is a stronger feeling of the effects of trust in the behavioral dimensions rather than in the attitudinal dimensions.
- Another finding is that in Turkey consumers have the inclination towards import goods rather than foreign origin goods

(KAVITHA. A, 2017) aims to instigate customer satisfaction towards using Johnson and Johnson baby care products in Namakkal District. They talked about trust as a key factor for long term relationship with the consumer. They found the positive association of educational qualification, income and number of children with Johnson & Johnson products. Price is the major factor to be considered by the customers. Customers are regularly purchasing baby products and are using more than a year, those who have more than one child. Quality is linked with customer satisfaction. The liberal government policies are having resulted in the entry of new companies with new technology and foreign collaborations in the industry.

(Aswathy R, Chandrasekar, 2019) objective was to analyze the emerging trends, strength, weakness, opportunities and threats (SWOT) analysis in online baby care market in India. India is the second largest populous country after China with a population of 1.28 billion people and 27 million annual birth rates and a fertility rate of 2.72 children per women. As there is technology advancement along with the lifestyle transition and other favourable shifts in Indian consumers which has created a huge online customer base. e-commerce market in India is witnessing high growth and it can be attributed to factors such as high internet penetration, increasing smartphone users and online shopping preference of consumers. Internet users has also increased at a drastic rate.

Hence the baby care segment is growing at a fast pace which provides innumerable opportunities to the marketers, directly increasing the online consumer base.

(Durgamani M.K., Ganesan M, 2018) states that perception of consumers varies from one another and baby market is customer oriented. This paper tries to find out the factors which influence decision making while purchasing baby products. Marketers have to satisfy the customers by meeting their needs through effective service. changing technology, consumers taste, need and preferences are also characterized by fast change while preserving baby's health as the top most priority while developing market.

(Wadhawan, Seth, 2018) explains as the market is customer oriented, manufacturers are producing the products as per the demands of consumers. Retail industry is shifting towards multi channel retailing.

Technology is providing good opportunities to both seller and to the consumer to reach each other in faster, convenient and economic way. The focus is diverting from use of channels to the interaction between customer and brand. Proper knowledge about the market place, consumer's attitude and awareness, decision influencers and technology affecting retail and purchase, has become crucial part of this industry. Quality and price are crucial parameters to be justified.

(Singh,A,2021) states Johnson & Johnson as the leading company for baby products in India. The study focuses on consumer attitude, awareness, opinion level of satisfaction and factors that influences the customers to buy Baby products of Johnson & Johnson and Himalaya.

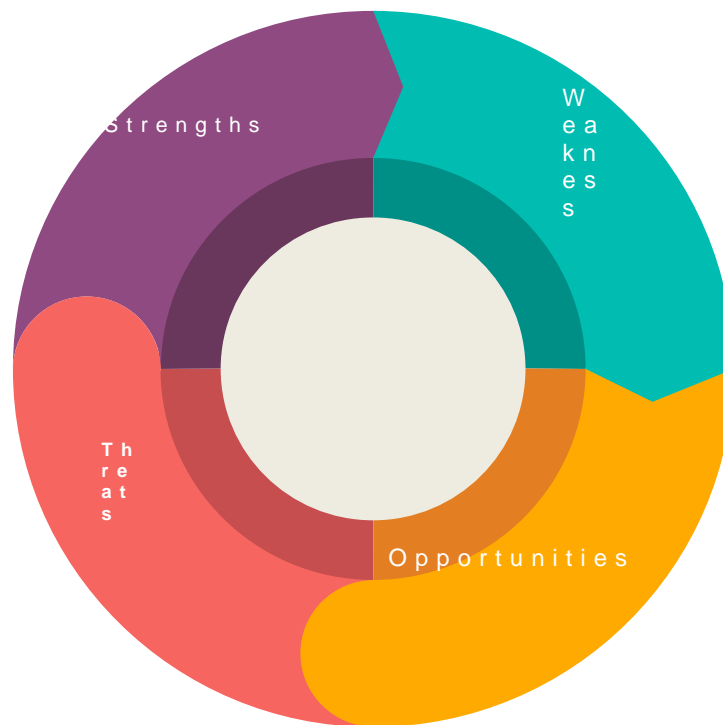
In current scenario it is difficult for marketers to sell the product without understanding customer needs and desires and a proper market survey. To attain the organization goals, it is necessary that the customers must be fully satisfied. Customer attitude is closely linked to quality. Thus quality has to be the considered as foremost aim of Himalaya baby product company.

(Aswathy R,Chandrasekar, 2021)analyse the shopping behaviour and consumption pattern of parents towards the purchase of baby care products during the epidemic. And also assess the efforts taken by the parents to ensure the health and hygiene of their baby during the epidemic.

Covid 19 epidemic has not much impacted the customer consumption pattern. Though they have temporary switch to new brands in case of unavailability of preferred baby product brand in the outlet, posing a threat for marketers as if the customer is satisfied using the trial brand they can permanently switch to the new one. Parents have also purchased sanitizers for children as an essential baby product thus marketers can invest in promotional strategies and create a sustainable demand for the product even in the post COVID 19 phase and the learnings a marketer can imbibe to revive their future strategies.

SWOT Analysis of Baby Skincare Market

- Increase in Birth Rate
- Changing consumer trends
- Increasing purchasing power
- Rise in Population
- Cultural Barrier
- Family as a reference group
- High capital Investment
- Few Suppliers



SWOT Analysis

- Short Window
- Foreign players
- New entrants
- Not many national level players
- Lack of focus on industry by prominent business houses
- Organic Products
- Innovative Products

Components Responsible for Market Growth

- **Education Level-** The literacy rate is increasing at a high pace, which has created many opportunities for the market to grow. The prospective buyers search for the products on the internet, read customer reviews, do a proper investigation, and get satisfied well before about its standard quality and usage. They take references from their friends, peer groups, and see the only harmless choice for their babies.
- **Awareness and Concern-** In ancient times the baby was taken care of by the family as a whole, but now a day due to the increase in nuclear families, mothers find it difficult to cope single-handedly. So they are willing to buy safe and secure products for their newborn kids which make their life easier and non-messier. This new generation's parents are more aware of the recent products, their attributes and use skincare products more rather than blindly believing traditional products which were used for them. They are more concerned about their newborns and get full information before using any products. For this, they are willing to procure in-demand products even though they are highly priced due to trust and their quality. They purchase specific baby products and are fully aware of their benefits, use, and quality. They want to be confident that they are staking in secured and safe products for their little ones.
- **Dual Income-** Dual Income plays a vital role in buying baby-specific products. An increase in economic growth leads to an increase in income levels of people and thus an increase in buying power. As the income of the parents is increasing so is the purchasing power too. The young parents are empowered to spend on baby products more with the dual-income of mother and father. Additionally, the dual-income also inclined parents to buy baby-specific products.

- **Working Mothers-** This is an additional and important factor contributing to buying baby products. Due to jobs, women get little time to take care of their little ones with traditional methods as they have to manage house and job too, so this has created a space for the baby product market. Unlike olden days, family and career both are equally important for women today. However, she has to walk on a fine line of motherhood when it is about taking care of a baby while working. For this, she spends more on baby products to take care of her loved one.
- **City Transition-**Urbanization plays an important role in the development of the market. People are shifting from small villages and towns to cities for work, and, so they are more aware of baby products. Due to work, they prefer specific baby products rather than the traditional products they were using before. They want the best quality and chemical-free products for their babies. This contributes to the increase in baby care products sale.
- **Rise in populations rise in natality-**India is the home to the highest number of children in the world. Therefore, Rajasthan being the seventh-largest state by population is an emerging future market for baby products. Although the number of births is expected to go down steadily in the coming years, the relative load of Rajasthan in India in terms of child population is not going to abate significantly for a long time to come. The factors such as social, economic, and demographic comprise of healthy birth rate and rise in customers willing to purchase more baby specific products, which will help in boost the sales and growth of the industry.
- **Lifestyle Transition-**There is a huge lifestyle transition from traditional indigenous products to exclusive baby care products. From the homemade and conventional methods of baby products to specific baby care products. This is due to the increasing nuclear family pattern. As the mothers are educated so they choose harmless and quality products which have created an ocean of opportunities for unconventional products in the child care market. Young parents are ready to buy popular brands, with high value for their reliability and quality. They put quality before its cost and generally do not want to stab products with the unknown standard; this has widened the scope for the baby care market.

Future Scope for Marketers in Baby Skin Care Industry

- **Organic and Herbal Products:** With the change in trend for adults, there is a drift in baby products towards organic and herbal products. Parents prefer organic products for their young ones due to their trustability and naturalness. They opt for products with less or no chemical preservatives at all as baby's delicate skin and hair care. Due to the increase in the number of educated parents, they prefer transparent information which generates a need for natural ingredients in byproducts as there is a wave of going organic all over.
- **Online Availability:** As parents are working professionals, they have less time to shop physically in the stores, and with the online purchase, they get decent offers on credit cards or coupons, etc., and a wide variety of products to choose from. Due to their busy lifestyles, traffic congestion, better visibility, and price differentiation, they prefer to buy online. The customers can check reviews, benefits of the products. There is a huge increase in E-commerce sites as the demand for childcare products is also increasing and customers prefer hassle-free delivery at their doorstep along with a return policy too. This also helps in saving their precious time which they can rather spend with their child.
- **Retail Concept:** Modern retail concept picking the product from the shelf makes the product more visible; attract customers and position different from the competition following customer-centric approach such as store hours, parking access, sales personnel, amenities like a recreation area for children, and coffee shops, etc. Baby care products are available in small shops, malls, Shopping Centre, Departmental stores, and even pharmacies. India has emerged as the most preferred market for the companies involved in baby care products, manufacturing, and marketing, as per the RNCOS report. We find many advertisements on television, newspapers, featuring baby commercial products highlighting its benefits and advantages to use them. As young parents are determined to bestow their baby the finest for their comfort and hearty development, the baby care market is booming with such products to cope with the parents' demands and expectations, unheard of.
- **Innovative Product:** Companies are now focusing on innovative products due to changing tastes, preferences, and requirements of the consumer. As we know, 'Necessity is the mother of Invention' and their product differentiation will help the companies to reap profit. Introduction with an improved version of existing products or addition of any new product or adding new

natural ingredient help to create a competitive advantage over others and will help to make life as a new parent easier, and keep your baby safe. Companies prefer to have a unique feature to sell their product and thrive for an improved version of the previous product.

- **Not many National Players:** There are mainly foreign players who are selling their products in India. Therefore, there is a lot of opportunities for national players to grow and reach to its local people. Even the Government is promoting the 'Make in India' movement. This will help to increase the national income, employment, and reliability of national goods. Local players understand the requirement of the local consumers more efficiently and grab the market effectively and better than others.
- **Focusing on Smaller Cities and Towns:** Baby products are mainly available in big cities, so there is a huge opportunity for companies to focus on small cities. The company should focus to reach the uncaptured market to increase its market share and gain profits. They can customize a few products according to the rural areas with less price and small packaging.
- **Broader Audience:** We need to expand brand information to a wide audience as a high percentage of elderly, higher income, and customers without young kids also make baby product purchases. This leads to expansion in a marketing communication to others beyond traditional young mothers. This will help in increase in revenues and boost up of sales.
- **Research:** Marketers should fund experimentation to realize the less penetration of baby products among people with lower income. Grown-up without kids also power a substantial percentage of sales, but we see a warp for adults with young children. The research will help to know where the gap is and help to cover it, thus increasing sales and penetration of products. This also helps to make better and advanced products according to the demand of the consumers.
- **Promotion:** Through this way, we can get inflated buying from lower-income segments and arbitrary buying from non-parents. Promotions help to create awareness about the product, get to know its benefits, and create its space in the market. It will boost sales by incurring a few promotional schemes for the consumers.

Major Drawbacks for Marketers of Baby Skin Care Industry

- **Cultural Barrier:** Even though there is, westernization adapting everywhere still many traditional consumer mindset parents prefer the traditional method of preparing and using products such as homemade oils instead of buying specific baby products. The challenge is to bridge the gap between the traditional and new indigenous methods and make consumers believe about its quality, ingredients, and safety and especially about the comfort and easiness to use these products against the tried and tested traditional products. For this Safety and quality plays an eminent role in ensuring this belief to sustain.
- **Lack of Penetration:** This is an important factor to consider that market needs to expand into the smaller and suburban towns of the state. As most of these products are currently used in big cities and by high-end individuals, there is more requirement to creep into smaller cities and areas. This will help in lifting sales and increase profits.
- **Short Window:** As these products are meant for infants (0-4 years), so these products are used less and have a small life cycle. Another significant factor contributing to this is the fast-moving world and working culture parents mostly prefer single child but not more than two children at most. Therefore, this is a short experience with baby products as a whole.
- **Inclination/ Preference towards Herbal Products:** Now day's companies are concentrating on herbal and organic products. New mothers want to buy products, which are toxin-free and meet standard quality and safety measures. According to Mintel's research, quality of ingredients, product function, value for money and organic components are a few of the top reasons why many people favor buying organic products. They have the trust in herbal products rather than chemicals added.

Conclusion

Rising income, increasing nuclear family concept, educated and working mothers, and increase in disposable income have all contributed towards baby care products growth. It has emerged as one of the shining markets over the past years. Furthermore, with the new entry of market players and cut-price, the baby care market is slated to dazzle further in the coming years. Due to Globalization and easy

entrant policies, large multinationals show engrossment in the country as Indian customers are persistently being instigated to finer and advanced baby products which have added to its growth story. They have seen exceptional growth over the past few years and the baby care industry has turned up as the successful market. When it comes to baby products, parents prefer to buy a safe and quality product, as they want the finest for their little munchkins. Parents choose the premier product for their babies after checking consumer reports and feedback, reading blogs, looking at various company product websites, and even referrals from word of mouth. New parents have no idea about the incongruity between various products as they are first-time parents and are extremely concerned about the safety of their newbies. Trust is the key factor for choosing long term relationship with any brand.

With the mass population falling under the working parents and an increase in middle-class wealth, the baby care segment will see more progress in the coming years. The baby care product industry has a considerable number of recurrent purchases with an estimated 50% of customers being repeat buyers. The new variation of organic and non-chemical products in the baby care section is in huge demand. Thus, there is a huge scope for marketers to grow in this industry. Even after the Covid 19 pandemic, there is very less impact on consumption pattern of customers. Instead of buying from specialty stores due to restriction they have switch to other alternatives like medical shops, nearby shops or online purchase. There is also a temporary shift of brand too.

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