



Toilet Soap Production Business.

Soap Manufacturing Plant.

Profitable Business

Opportunities in FMCG Sector

Introduction

Toilet soap, once only an urban phenomenon has now penetrated practically all areas including remote rural areas. Toilet soap refers to a soap which is designed for bathing or washing and maintaining the hygiene of the body. It is mainly prepared from three ingredients – oils or fats, alkali (caustic soda or caustic potash) and water. Perfumes, colours, antiseptics, disinfectants, special oil blends, skin-whitening agents, glycerine, etc. are also in added in soaps to target the specific needs of the consumers.



Currently, toilet soaps are available in a number of varieties such as liquid soap, personal soap, medicated soap, guest soap, glycerine soap, transparent soap, beauty soap, etc.



Market Outlook

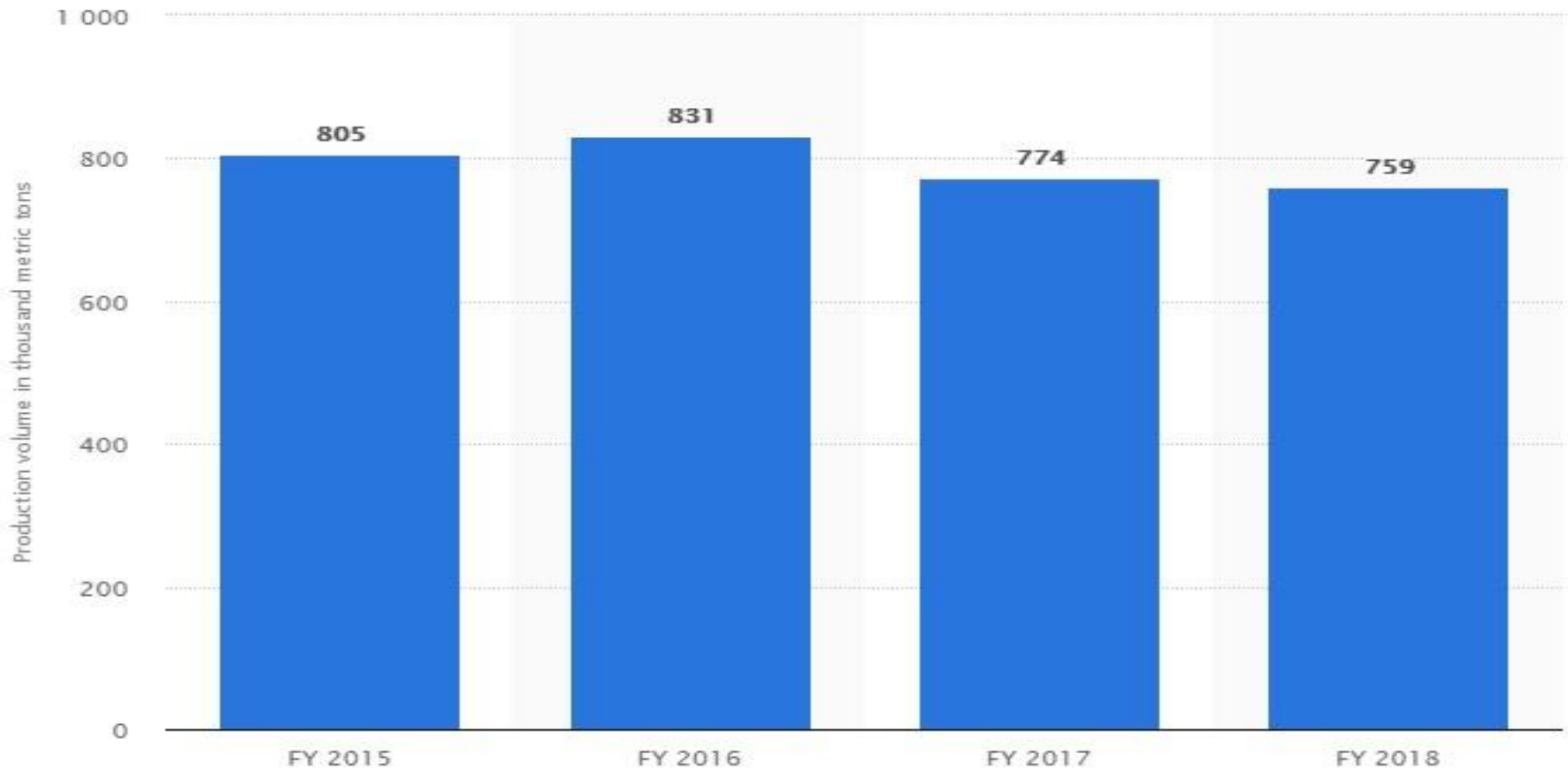
The global toilet soap market reached a value of US\$ 20 Billion in 2018 and is further expected to reach US\$ 26 Billion by 2024.

The production of toilet soap has witnessed a significant growth during 2009-2016. The major factors that are currently driving the toilet soap market are growing population, increasing health awareness and rising levels of hygiene among consumers. With an increase in pollution levels and changing lifestyles, consumers are compelled to use soaps specific to their needs to stay hygienic as well as to keep their skin healthy. This has significantly increased the global demand for toilet soap in the past several years.

Also, the rural demand is growing due to which the soap companies are launching more soaps in the discount segment to target the lower socio-income strata of consumers. Moreover, value addition, a shift in the consumer preferences resulting in growing demand for organic products, increasing disposable incomes and premiumization of the product are other factors that have facilitated the market growth.

Price is the most important factor which effects the buying behaviour of consumer, by which a consumer goes for the various segment of soap like premium, popular, sub-popular and carbolic which are basically decided by the cost factor and fat content in the soap. The buying frequency is either monthly that is done by the families or in case of bachelors it is more than once in a month.

Production volume of Toilet Soap across India from FY 2015 to FY 2018 (in 1,000 metric tons)



Based on type, the toilet soap market is segmented into men's soap, ladies soaps and kids soaps, and common soaps. Based on geography, the toilet soap market is segmented into Asia Pacific, Europe, North America, Latin America and Middle East & Africa. The key players of toilet soap market are Beiersdorf, Chicco, Johnson & Johnson, Mamas and Papas, Pigeon, 4moms, Baby Trends, Brevi, Burt's Bees, California Baby, Earth Mama Baby Angel, Fisher-Price, Galderma, Himalaya, Mothercare, Mustela, Noodle and Boo, PZ Cussons, Sebapharma, Unilever and Weled.



Soap Industry in India

The soap manufacturing industry is one of the oldest industries operating in the FMCG sector in India, and accounts for more than 50% of the consumer goods sector. The soap industry plays a key role in the economy of India.

Increasing purchasing power and premiumisation of soaps has created a growing need for premium, feature-rich products, such as herbal soaps. The Indian government's Swachh Bharat mission has further boosted growth in the soap market. Increased internet penetration will help rural consumers to explore the market and avail offers online. Growing awareness about sanitation and increasing disposable income in rural India will be key drivers for the growth of the soap market.

Toilet Soaps

Demand : Past and Future

Year	(Rs. in Billion)
1990-91	14.69
2000-01	40.75
2001-02	44.40
2002-03	46.82
2003-04	48.35
2004-05	50.00
2005-06	54.25
2006-07	58.55
2007-08	70.37
2008-09	74.86
2009-10	79.64
2010-11	84.72
2011-12	90.13
2012-13	95.88
2013-14	102.00
2014-15	108.32
2015-16	159.17
2016-17	116.99
2017-18	126.35
2018-19	136.46
2019-20	147.38
2024-25	244.90

The soap market in India is segmented based on brands, (Lux, Dove, Pears, Santoor, etc.), category (beauty soaps, health soaps, and others), and players operating in the market (Hindustan Unilever, ITC, Wipro, and others). During FY 2017, the beauty soaps segment had a market share of ~50%, followed by the health soaps segment. Popular beauty soap brands operating in the market are Lux, Dove, Pears, Santoor, and Vivel. During the same period, Lux was the leading soap brand with a market share of ~13.5%, followed by Santoor, Vivel, and other brands.



The soap industry in India is highly concentrated. An estimated 50 companies hold approximately 90 percent of the shares of this market. The soap market in India is expected to see moderate growth over the span of the next few years. An increase in per capita income, increased awareness amongst the general public regarding the importance of proper hygiene, and greater investments by key players toward the research and development of newer and better products are all elements that will increase the size and boost the value of this industry.



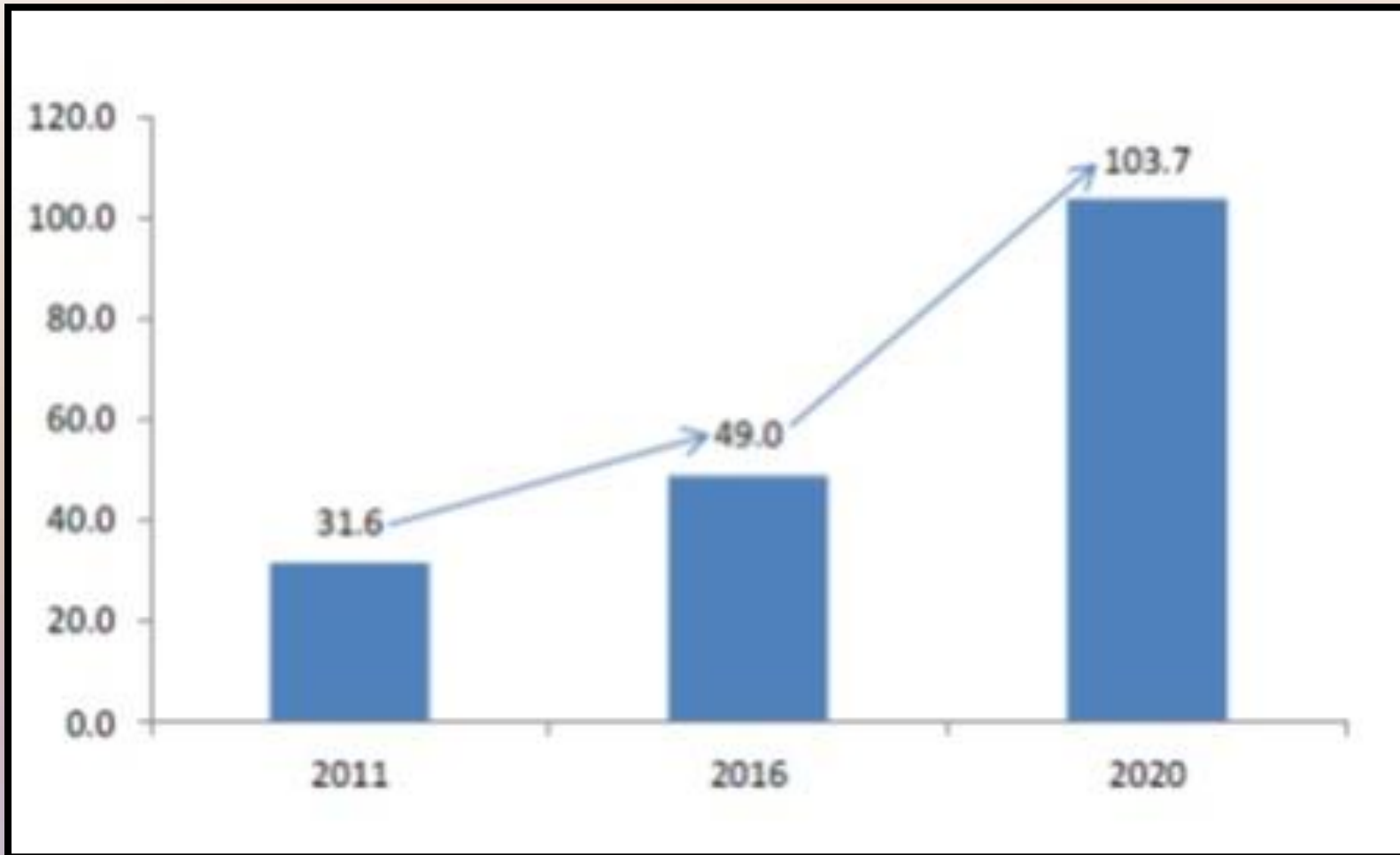
FMCG Industry in India

Fast-moving consumer goods (FMCG) sector is the 4th largest sector in the Indian economy with Household and Personal Care accounting for 50 per cent of FMCG sales in India. Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment (accounts for a revenue share of around 55 per cent) is the largest contributor to the overall revenue generated by the FMCG sector in India. However, in the last few years, the FMCG market has grown at a faster pace in rural India compared with urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50 per cent of total rural spending.

Indian economy is amongst the fastest growing major economies of the world. It has huge demographic dividend given that it has world's second largest population base. This has been one of the major drivers for consumption growth in the country over the past many years and is likely to be the one in coming years as well. One of the major beneficiaries of this consumption growth story is Fast Moving Consumer Goods (FMCG) sector, which is the fourth largest sector in India. The FMCG sector in India has grown at a compounded annual growth rate (CAGR) of 9.1% from USD 31.6 bn in 2011 to USD 49 bn in 2016 and is expected to grow at a CAGR of 20.6% to USD 103.7 bn by 2020.



Trends in FMCG revenues over the years (USD bn)



The top ten India FMCG brands are:

- **Hindustan Unilever Ltd.**
- **ITC (Indian Tobacco Company)**
- **Nestlé India**
- **GCMMF (AMUL)**
- **Dabur India**
- **Asian Paints (India)**
- **Cadbury India**
- **Britannia Industries**
- **Procter & Gamble Hygiene and Health Care**
- **Marico Industries**

Major Queries/Questions Answered in the Report?

- 1. What is Toilet Soap Manufacturing industry ?**
- 2. How has the Toilet Soap Manufacturing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Toilet Soap Manufacturing Plant ?**
- 4. What are the requirements of Working Capital for setting up Toilet Soap Manufacturing plant ?**

- 5. What is the structure of the Toilet Soap Manufacturing Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Toilet Soap Manufacturing Business?**
- 7. What are the operating costs for setting up Toilet Soap Manufacturing plant ?**
- 8. What are the machinery and equipment requirements for setting up Toilet Soap Manufacturing plant ?**

9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Toilet Soap Manufacturing plant ?

10. What are the requirements of raw material for setting up Toilet Soap Manufacturing plant ?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Toilet Soap Manufacturing Business?

12. What is the Manufacturing Process of Toilet Soap?

- 13. What is the total size of land required for setting up Toilet Soap Manufacturing plant ?**
- 14. What will be the income and expenditures for Toilet Soap Manufacturing Business?**
- 15. What are the Projected Balance Sheets of Toilet Soap Manufacturing plant ?**
- 16. What are the requirement of utilities and overheads for setting up Toilet Soap Manufacturing plant?**
- 17. What is the Built up Area Requirement and cost for setting up Toilet Soap Manufacturing Business?**

18. What are the Personnel (Manpower) Requirements for setting up Toilet Soap Manufacturing Business?

19. What are Statistics of Import & Export for Toilet Soap?

20. What is the time required to break-even of Toilet Soap Manufacturing Business?

21. What is the Break-Even Analysis of Toilet Soap Manufacturing plant?

22. What are the Project financials of Toilet Soap Manufacturing Business?

- 23. What are the Profitability Ratios of Toilet Soap Manufacturing Project?**
- 24. What is the Sensitivity Analysis-Price/Volume of Toilet Soap Manufacturing plant?**
- 25. What are the Projected Pay-Back Period and IRR of Toilet Soap Manufacturing plant?**
- 26. What is the Process Flow Sheet Diagram of Toilet Soap Manufacturing project?**

- 27. What are the Market Opportunities for setting up Toilet Soap Manufacturing plant?**
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- 29. What is the Plant Layout for setting up Toilet Soap Manufacturing Business?**

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Tags

#Production_of_Toilet_Soaps, #Toilet_Soap_Manufacturing_Process, #Manufacture_of_Toilet_Soaps, #Toilet_Soap_Manufacturing_Unit, How Soap is Made, Toilet Soap Manufacturing, Toilet Soap Production, Preparation of Toilet Soap Project Pdf, Soap Manufacturing Process Flow Chart, Toilet Soap Plant, Toilet Soap Manufacture, Soap Manufacturing Process, #Manufacturing_of_Soap, Toilet Soap Making Business, How to Make Soap, Soap Industry, Toilet Soap Unit, Soap Manufacturing Business, #Toilet_Soap_Production, Soap Production, Toilet Soap Manufacturing Project, #Soap_Manufacturing_Plant, Soap Making Plant, Toilet Soap Production Business, How to Start a Soap Making Business, How to Set up a Soap Manufacturing Plant, Soap Making Business Ideas, How to Start a Profitable Soap Making Business in India, Starting a Soap Manufacturing Business, Soap Manufacture Business, Business Plan for Soap Manufacturing, Soap Making Business Plan, FMCG Business Opportunity in India, Fast Moving Consumer Goods (FMCG), #FMCG_Industry, FMCG Industry in India, Indian Consumer Products Industry, Consumer Goods, FMCG Sector, Fast-Moving Consumer Goods, #Detailed_Project_Report_on_Soap_Production_Business, Project Report on Toilet Soap Plant, Pre-Investment Feasibility Study on Toilet Soap Manufacturing Business, Techno-Economic feasibility study on Toilet Soap Manufacturing Industry, #Feasibility_report_on_Soap_Production_Business, Free Project Profile on Toilet Soap Production, Project profile on Toilet Soap Production, Download free project profile on Soap Production Business

Niir Project Consultancy Services (NPCS)
can provide Detailed Project Report on
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Soap Manufacturing Plant.
Profitable Business Opportunities
in FMCG Sector

See more

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