

SWOT Analysis of Online Baby Care Product Market in India

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Abstract: There is a tremendous growth in the baby care product market in India. The rising income levels and number of babies are the major contributors to higher demand for baby care products. In addition to these factors, rising literacy, working mothers and a wide market allows the mother to use baby care products. Middle men are constantly in search with a new product and innovations by using advanced marketing approaches. Online and offline marketing are exhibiting equal growth in this sector. As this sector is occupied by a few major brands, the marketer needs to understand the SWOT analysis.

Keywords: SWOT, online baby care product

1. Introduction

Any product that promises to meet the demand for taking care of an infant, generally between 0-4 years of age, falls under baby care industry. Baby care product industry comprises of segment which covers the basic needs of a baby. The typical segments of a baby care industry includes skin care, hair care, baby food, toiletries, apparels, foot ware, toys and safety products etc. Baby care products industry includes various segments which covers the basic needs of a baby in day to day life. The product that serves the demand for taking care of an infant (0-4 years of age) falls under this industry. The various segments of this industry are skincare, hair care, baby food, toiletries, apparels and foot ware, toys, baby convenience and safety products.

India is the second most populous country in the world, just after China. More than 127 million children under 4 years, along with its nearly 27 million annual births and a fertility rate of 2.72 children per woman. The country has 20% of the 0-4 years' child population of the world. The number of live births in the country is estimated to be 27 million, which again constitutes 20% of the total number of live births in the world. Thus making India as an attractive market for the baby care industry. Earlier, the baby care industry in India was not given much attention because of various reasons and the market was in an accent stage. But now, the Baby care industry in India is witnessing a tremendous growth and became a platform for many international players. According to the Techazes Navio report the baby care market in India is expected to grow at an annual rate of over 17% in terms of revenue during the period 2014-2019 to reach over \$31 billion, from \$14 billion.

Table 1
Segments of Baby care industry

Baby skin care	soaps
	Massage oil
	powder
	creams
	lotions
	Baby wash (liquid)
Baby food	Milk powder
	Baby cereals
	Baby snacks
Baby toiletries	diapers
	wipes
Baby hair care	oil
	shampoo

A. Competitors of baby care industry

Johnson&Johnson, Nestle, Procter & Gamble, Dabur, Wipro, Pampers, Huggies, Walt Disney, Lilliput, Gini & Jony, Mom & Me and Archies are brands in the Indian market.

2. Online marketing

An online marketplace (or online e-commerce marketplace) is a type of e-commerce site where product or service information is provided by multiple third parties, whereas transactions are processed by the marketplace operator. As the internet user base grows in India, the consumers are more showing more interest towards online shopping. This is due to the increase in awareness, more access to internet, the consumer comfort to shop online to purchase the product.

Uses of online marketing:

- Elimination of geographic barriers
- Can reach target customers more effectively
- Internet market delivers better result
- Cost effective
- Wide range of international customers
- Measurable result
- Helps to build effective relationship
- 24/7 availability.

A. Online marketing of Indian baby care product market:

Online baby-care market comprises of segment such as baby food, skin care, toiletries/ diapers, toys, gears and baby nursery. According to the research reports. The market share for baby

care products is \$5 billion of which baby clothing constituents 65 per cent, baby gear and outdoor is about 18 per cent and baby FMCG is about 17 per cent. The share for baby care products online is \$100 million in 2014 and is expected to grow to \$ 500 million by 2017. Indian market has given a huge space to many players in this segment. Our country is a home to around 50 million children in the age group of 0-2 years. The growing awareness and childbirth in India have given a wide space to many E-retailers such as first cry, Baby oye, Snap deal, amazon, flipkart and many more. Baby-care product category is seeing phenomenal growth year on year. This growth is a reflection of how parents are using the internet to find information online before finalising their purchase decisions.

We are also seeing growth in brands related search queries. The most searched brands for baby clothing are Mother care, Carter, Snuggles and Mom and Me. Chicco, Fisher Price and Mee Mee are the most searched brands for Baby Gear and Strollers. Huggies, Mammy Poko Pants and Johnson & Johnson are the preferred choice when it comes to diapers and pampers.

1) *Firstcry.com*

FirstCry.com is the largest online store for baby and kids products in India and Asia. They maintain stocks of numerous baby brands and all kinds of baby products. In January, Ratan Tata's invested in the online store. Business is booming for this mega retailer and the plans for its expansion go beyond its online presence.

2) *BabyOye.com*

BabyOye.com is another online store that specializes in infant care and maternity products for women on the journey from pregnancy to motherhood. The store was taken over by the Mahindra Group last year. BabyOye currently have over a hundred offline stores and products from a variety of renowned brands.

3) *Hopscotch*

Hopscotch.in is an India based ecommerce service for mothers. It was founded by the former executive of Diapers.com. The online store provides insider access to exclusive baby and kids brands from all over the world.

4) *MyBabyCart.com*

MyBabyCart.com is an online marketplace for online baby care products. They have a variety of online products for babies, infants, children and mothers. They encourage women entrepreneurs to follow their business dreams, which is why they provide a ready platform for women sellers to sell online. Other players involved in expanding this niche category are Hoopos.com, LittleShop.in, BabysJoy.com, bonsai.in, ziggy.com and NewBabyClothes.com.

3. SWOT Analysis

It is a strategic planning technique used to help a person or organization identify the Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning. It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are

favorable and unfavorable to achieving those objectives. Users of a SWOT analysis often ask and answer questions to generate meaningful information for each category to make the tool useful and identify their competitive advantage. Strengths and Weakness are frequently internally-related, while Opportunities and Threats commonly focus on environmental placement.

- *Strengths:* characteristics of the business or project that give it an advantage over others.
- *Weaknesses:* characteristics of the business that place the business or project at a disadvantage relative to others.
- *Opportunities:* elements in the environment that the business or project could exploit to its advantage.
- *Threats:* elements in the environment that could cause trouble for the business or project.

SWOT Analysis of online Indian Baby Care Product Market:

1) *Strength*

- Increase in disposable income
- Increase in awareness and literacy rate
- Change in consumer tastes and preferences
- Wide preferences of product
- Comfort shopping
- 24/7 shopping
- Repeat purchases

2) *Weakness*

- Low penetration in rural areas
- Lack of knowledge
- High capital investments.
- Low accessibility

3) *Opportunity*

- Platform for Global market
- Not many unorganized players
- Lack of government support

4) *Threat*

- Foreign players
- High procedures

Table 2
SWOT

Strength	Weakness
<ul style="list-style-type: none"> • Increase in disposable income • Increase in awareness • Change in consumer tastes and preferences. • Wide preferences of products • Comfort shopping • 24/7 shopping • Repeat purchases 	<ul style="list-style-type: none"> • Low penetration in rural areas • Lack of knowledge • High capital investments. • Low accessibility
Opportunities	Threats
<ul style="list-style-type: none"> • Platform for Global market • Not many unorganized players • Lack of government support 	<ul style="list-style-type: none"> • Foreign players • High procedures

4. Conclusion

This paper presented SWOT analysis of online baby care product market in India.

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