

# Detergent Cake and Detergent Powder Manufacturing Industry.

## Start a Washing Powder and Cake Business



[NPCS/4396/23125]

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# Introduction

**Detergent is a blend of surfactants with cleaning properties. The surfactants are the compounds similar to the soap and mostly soluble in hard water. The alkyl benzenesulfonates and their compounds are the main ingredients of the detergent.**

**Detergents are mainly grouped into three types of detergents such as anionic detergents, cationic detergents, and non-ionic & zwitterionic detergents. In the household context detergents are referred as laundry detergents and foaming agents as a cleaning material. Detergents are usually available as powders or concentrated solutions. The household detergents are for daily household cleaning purposes while industrial detergents are used for the industrial needs.**

**The main advantage of detergent powders is that they are easy to use and remove the dust, dirt, grease, oil and other environmental pollutants with ease and effectiveness. Detergent powders can be used for hand wash as well as machine wash applications.**



**Detergent Cake is detergent in cake form, which can be used with hand as well as in soft water. Detergent cakes are generally formulated using one or more surfactants to improve their cleaning performance and make them good even for use in hard water conditions. Detergents are available in three forms, namely powder detergent, bar detergent and liquid detergent. Powder detergents are widely accepted by Indian consumers and dominate the industry. Even though detergent bars are still used in rural areas, they are fast disappearing from the market because of ineffectiveness.**



## ***Features:***

- **Effective cleaning**
- **Safe chemicals**
- **Lasts long**
- **Exact composition**
- **Hygienically processed**
- **Effective results**



***Apart from their use in clothes washing, detergents also have applications in the following industries:***

- **In industry, in laundry and dry cleaning.**
- **In textile processing, grain milling, metal plating and foods canning.**
- **In dairy foods and beverages processing and in restaurants.**
- **In plant maintenance and industrial house-keeping.**



# Market Outlook

**Detergents, as a constituent of the overall FMCG industry, accounts for a near 12% of the total demand for all FMCG products estimated at over Rs. 530 bn. Detergents, chemically known as alfa olefin sulphonates (AOS) are used as fabric brightening agent, anti-deposition agent, stain remover and as a bleacher. A major input for the production of detergents is a petrochemical, Linear Alkyl Benzene (LAB), while soaps rely more on an inorganic chemical, caustic soda, as a major input.**

**The overall market for detergent is growing with a CAGR of 13.06% from the last five years. the detergent market in India is expected to grow from INR 151.89 bn in 2015 to INR 243.04 bn by 2020 at a CAGR of 9.86%.**

**The demand for detergents has been growing at an annual growth rate of 10 to 11 per cent during the past five years. Where an urban consumer prefers washing powder and detergents, a rural consumer is more inclined towards washing cakes and bars. But, over the last few years.**

**At present, the size of the Indian FMCG market is estimated to be Rs 125,000 crore and is growing at the rate of 12 per cent yearly. According to an industry reports, the sector is expected to grow by up to 17 per cent annually to touch Rs 400,000 crore by 2020.**





**The per-capita consumption rate of detergents in India is 2.7 kg per annum and this market is expected to grow at the rate of 7 to 9 per cent per annum in terms of volume. The penetration level of detergent bars and powder in India is higher as compared to the urban market. The use of certain chemicals and other toxic elements in detergents can potentially deteriorate purchase intent, which can hamper market growth.**



# Detergents

## Demand : Past and Future

Year	(In '000 Metric Tonne)
1990-91	220
2000-01	565
2001-02	676
2002-03	610
2003-04	590
2004-05	650
2005-06	600
2006-07	705
2007-08	790
2008-09	854
2009-10	927
2010-11	1019
2011-12	1120
2012-13	1225
2013-14	1340
2014-15	1450
2015-16	1558
2016-17	1675
2017-18	1800
2018-19	1935
2019-20	2080
2024-25	3056

**Due to rapid urbanization, the emergence of small pack size and sachets, the demand for this product is flourishing. In addition, an increasing per capita income helps to boost the purchasing capacity of the population. Furthermore, a wide range of available choice, health awareness and hunger for good living are other reasons for the growing demand for detergent powder.**

**The detergent industry in India is mostly captured by organized players but unorganized regional players do have significant hold in the rural areas.**



**HUL, Rohit Surfactants, P&G, Nirma and Jyothy Laboratories are the major players in the organized market. They have popular brands like Ghari, Surf Excel, Active Wheel, Rin, Tide, Nirma, Ariel, Mr. White and Henko in their product portfolio. On the basis of pricing, organized detergent market can be further divided into three categories such as popular (economy), mid-range and premium. Popular category consists of brands like Ghari, Nirma and Wheel; mid-range category consists of Tide, Rin and Mr.White; and premium category includes Surf Excel, Henko and Ariel. Hindustan Unilever dominates the high priced premium and mid-range category whereas Ghari dominates the low priced popular category.**

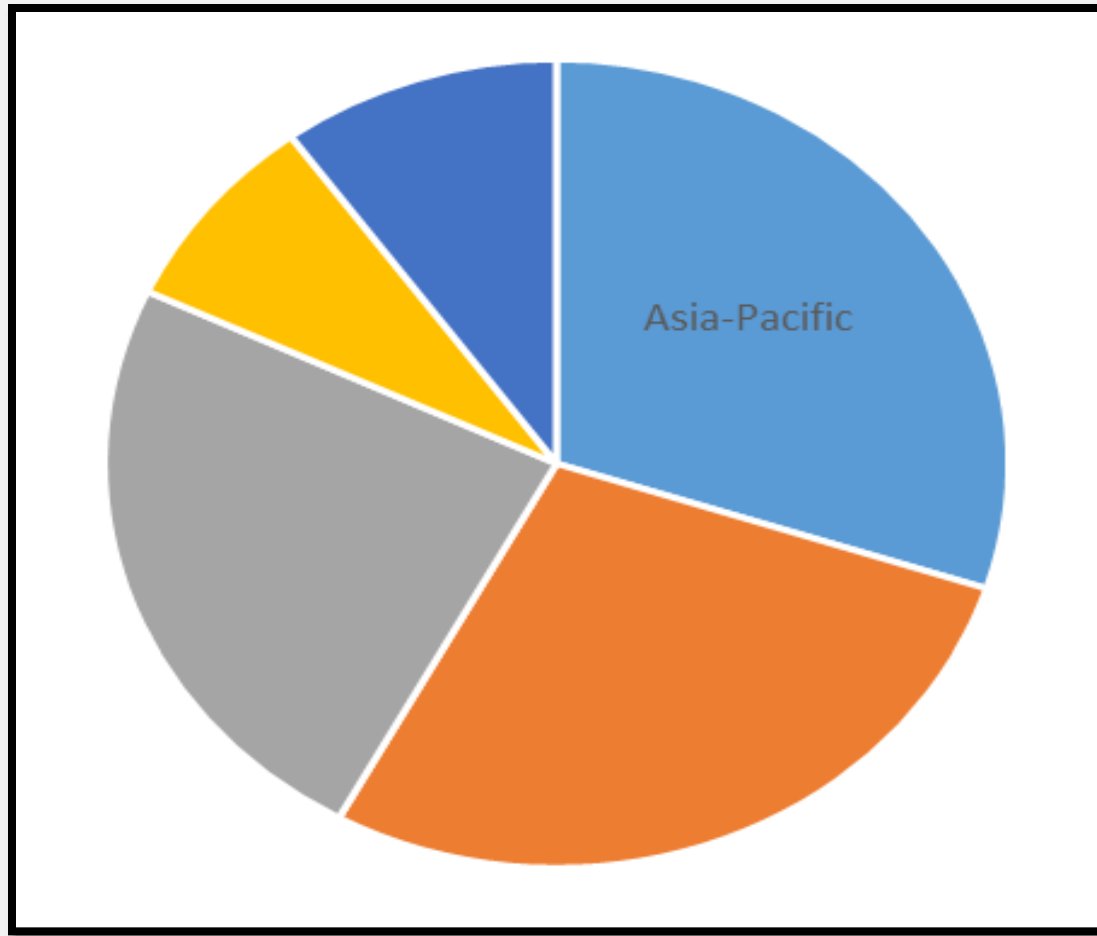


## **Global Detergent Market:**

**The global detergent market to grow at a CAGR of 4.51% during the period 2019-2023. Detergents are surfactants or a mixture of surfactants, which exhibit high-quality cleansing properties in diluted solutions. Alkyl benzenesulfonates and its compounds are the main ingredients of the detergent.**



# Global Detergent Market: Revenue Share (%), By Region, 2017



**A key factor driving the growth of the market is the growth in surfactants market. Surfactants help in reducing the surface tension of water and thereby increase the wetting and spreading dynamics of water. These compounds improve the cleaning performance by enabling quick and effective wetting of substrate surfaces such as clothes dishes and others. Moreover, the detergent segment accounted for the largest share in the global surfactants market in 2017. Thus, the growth in surfactants is expected to enhance the growth of the detergent market, during the forecast period.**



**The rapid changing lifestyles of people and global modernization are the key drivers for the detergent industry. Industries like chemical, paint, textile, paper and automobile are the key factors and demand drivers for the use of industrial detergents. Rising population and growing disposable income of the consumers enables increase in demand for the clothing, hospitality, and the end users are major driver for detergent market growth. On the other hand there are some restraints to the growth of detergent market such as government rules, norms, and regulations, environmental reforms, and CSRs.**





## ***The key manufacturers in the Detergent include:***

**P&G, Unilever, Church & Dwight, Henkel, Clorox, ReckittBenckiser, Kao, Scjohnson, Lion, Colgate, Amway, Phoenix Brand, LIBY Group, Nice Group, Blue Moon, Shanghai White Cat Group, Pangkam, Nafine, Lam Soon (Hong Kong) Limited, Lonkey, Reward Group, Kaimi, Baoding Qilijia Daily Chemical, Beijing Lvsan Chemistry**

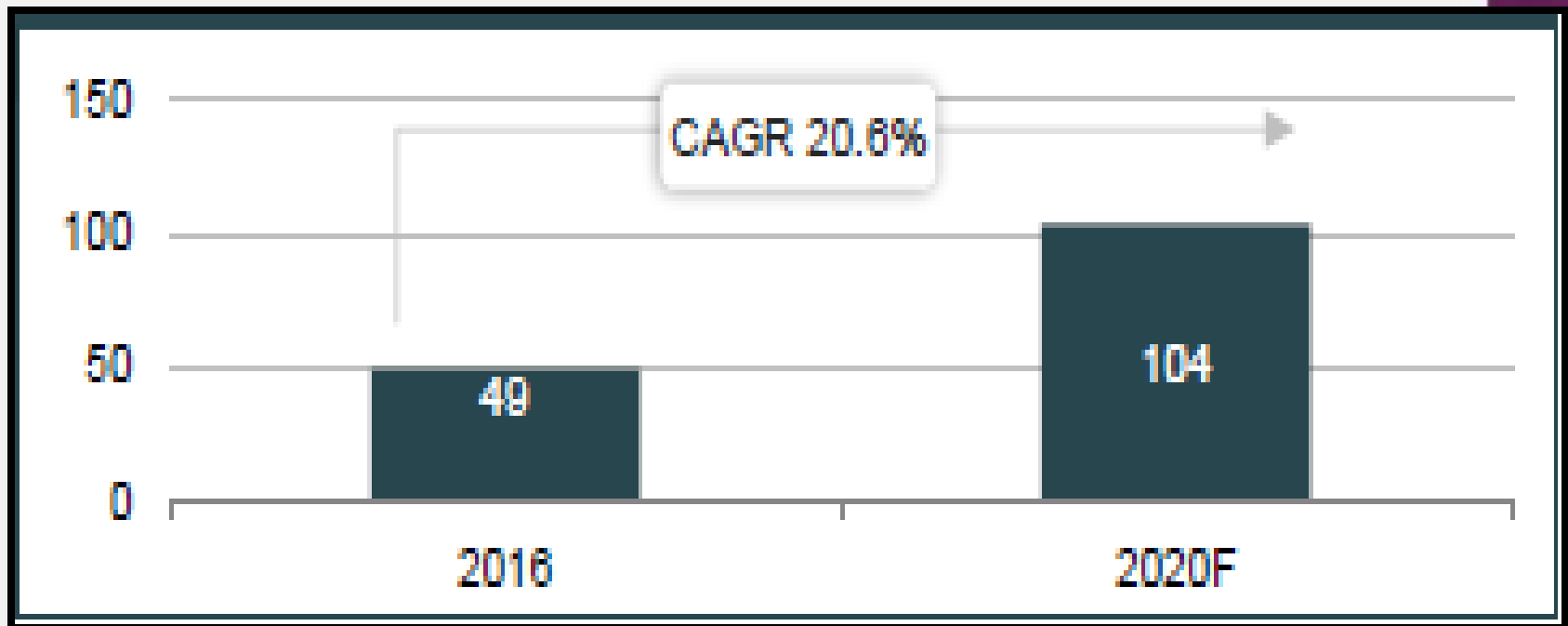


# FMCG Market in India

**FMCG market in India is expected to grow at a CAGR of 20.6 per cent and is expected to reach US\$ 103.7 billion by 2020 from US\$ 49 billion in 2016.**



## FMCG Market in India (US\$ Billion)



**The rural FMCG market in India is expected to grow at a CAGR of 14.6 per cent, and reach US\$ 220 billion by 2025 from US\$ 29.4 billion in 2016. FMCG is the 4th largest sector in the Indian economy.**

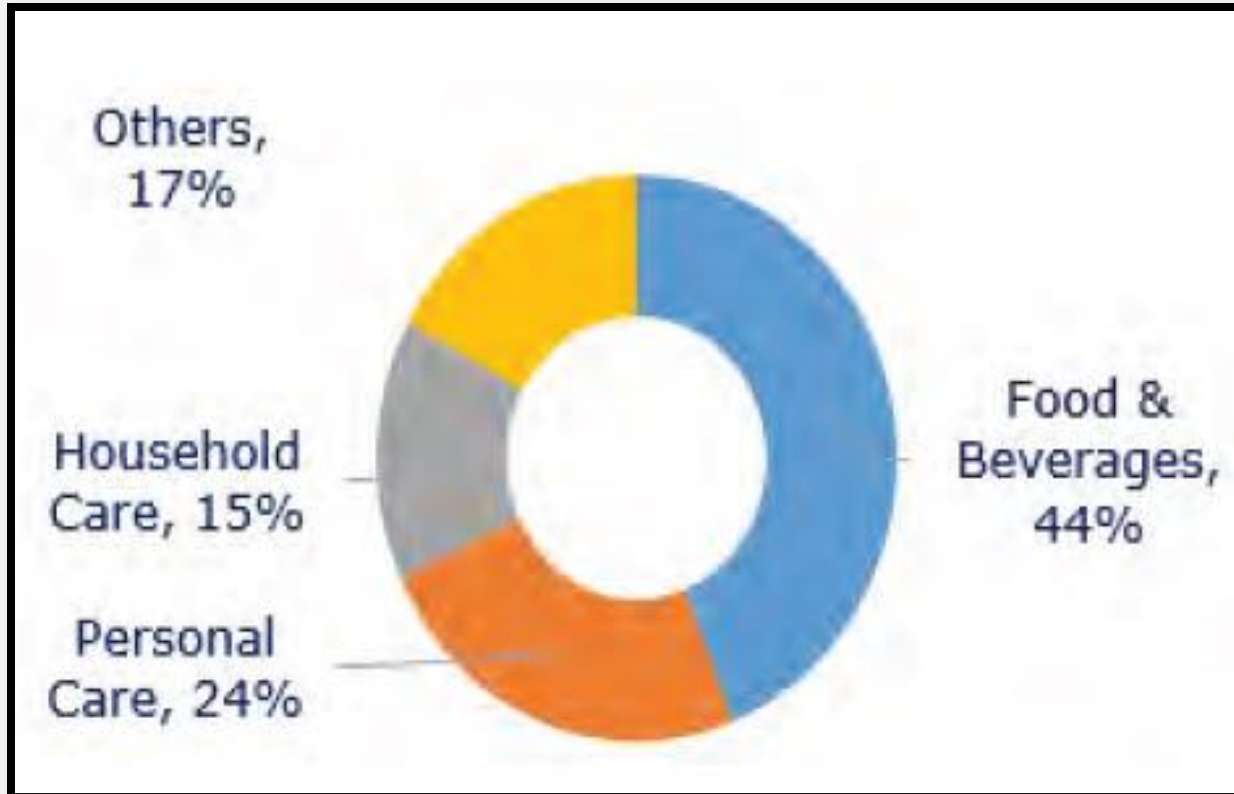
**Growing awareness, easier access, and changing lifestyles are the key growth drivers for the consumer market. The focus on agriculture, MSMEs, education, healthcare, infrastructure and employment under the Union Budget 2018-19 is expected to directly impact the FMCG sector. These initiatives are expected to increase the disposable income in the hands of the common people, especially in the rural area, which will be beneficial for the sector.**



**With rise in disposable incomes, mid- and high-income consumers in urban areas have shifted their purchasing trend from essential to premium products. In response, firms have started enhancing their premium products portfolio. Indian and multinational FMCG players are leveraging India as a strategic sourcing hub for cost-competitive product development and manufacturing to cater to international markets.**

**Fast moving consumer goods (FMCG) sector is an important contributor to the India's GDP growth. Currently, FMCG industry is the fourth largest sector in the Indian economy and provides employment to around 3 million people. Over the years, India FMCG sector has been growing at a healthy pace on account of growing disposable income, booming youth population and increasing brand consciousness among consumers.**

# Indian FMCG Market Share, by Segment (%), 2020F



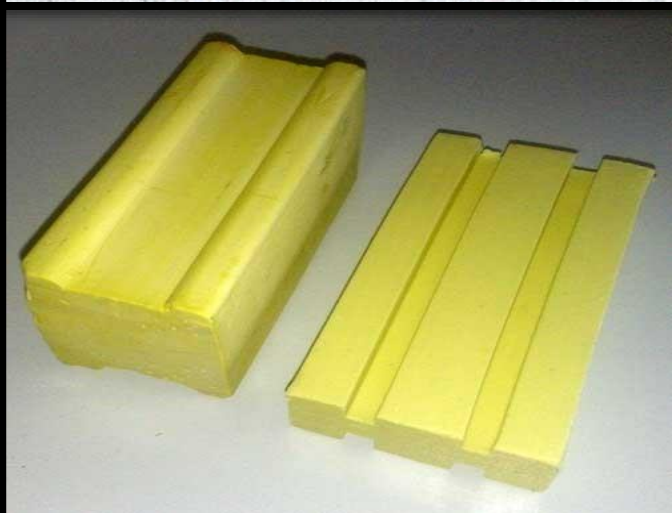
## **Top 10 India FMCG Brands are:**

- **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**

**Starting a detergent powder or synthetic washing powder business is one of the most feasible business options owing to the straightforward manufacturing process involved. Detergent powder market is one segment of the FMCG market in the world with significant growth potential. Being a consumer good, people use it on a daily basis for clothes, hand wash and kitchen utensils and its demand is found in the market all through the year. Moreover, an entrepreneur can initiate a detergent manufacturing business with moderate capital investment.**







# Machinery Photographs



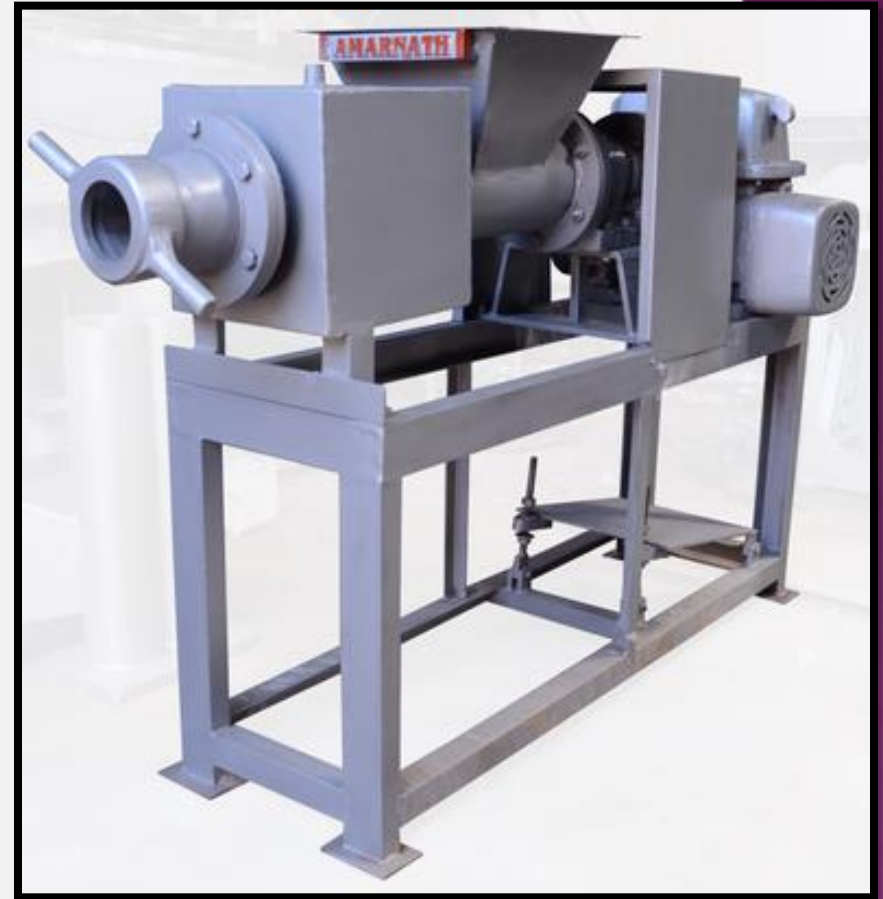
## AUTOMATIC PACKAGING MACHINE



## CAGE MILL



## SIMPLEX PLODDER



# Project at a Glance

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existin g	Propose d	Total	Particulars	Existin g	Propose d	Total
Land & Site				Capital	0.00	8.99	8.99
Development Exp.	0.00	0.00	0.00	Share Premium	0.00	0.00	0.00
Buildings	0.00	0.00	0.00	Other Type Share			
Plant & Machineries	0.00	15.50	15.50	Capital	0.00	0.00	0.00
Motor Vehicles	0.00	2.00	2.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation				Cash Subsidy	0.00	0.00	0.00
Equipments	0.00	7.25	7.25	Internal Cash			
Technical Knowhow				Accruals	0.00	0.00	0.00
Fees & Exp.	0.00	2.50	2.50	Long/Medium Term			
Franchise & Other				Borrowings	0.00	26.96	26.96
Deposits	0.00	0.00	0.00	Debentures / Bonds	0.00	0.00	0.00
Preliminary& Pre- operative Exp	0.00	0.50	0.50	Unsecured			
Provision for				Loans/Deposits	0.00	0.00	0.00
Contingencies	0.00	1.50	1.50				
Margin Money - Working Capital	0.00	6.70	6.70				
TOTAL	0.00	35.95	35.95	TOTAL	0.00	35.95	35.95

# Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS				Per Share	Per Share				
1-2	3.11	7.48	13.11	24.00	0.00	100.00	3.11	0.00	3.11	1.00	0.00
2-3	7.14	10.92	20.25	18.00	0.00	100.00	7.14	0.00	7.14	1.00	0.00
3-4	10.92	14.22	31.17	12.00	0.00	100.00	10.92	0.00	10.92	1.00	0.00
4-5	14.38	17.25	45.55	6.00	0.00	100.00	14.38	0.00	14.38	1.00	0.00
5-6	17.45	19.96	63.00	0.00	0.00	100.00	17.45	0.00	17.45	1.00	0.00

# Project at a Glance

Year	D. S. C. R.			Debt / - Deposits Debt	Equity as-Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contribution	P/V Ratio		
Initial	(Number of times)			(Number of times)		%	%	%	%	%		%		
1-2	1.16	1.16		3.00	3.00			13.29%	2.41%	2.04%	70.11	51.12%	2.69	1.10
2-3	1.57	1.36		0.89	0.89	2.14		15.68%	5.92%	4.01%	75.35	47.09%	2.90	1.25
3-4	2.04	1.57	2.01	0.38	0.38	1.31		17.23%	8.29%	5.37%	85.97	47.01%	2.90	1.46
4-5	2.57	1.78		0.13	0.13	0.84		18.21%	9.86%	6.28%	96.58	46.94%	2.79	1.71
5-6	3.16	2.01		0.00	0.00	0.57		18.78%	10.84%	6.86%	107.19	46.89%	2.61	2.32



# Project at a Glance

## BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	73.77%
Total BEP (% of Installed Capacity)	75.87%
IRR, PAYBACK and FACR	
Internal Rate of Return .. ( In %age )	27.29%
Payback Period of the Project is ( In Years )	2 Years 4 Months
Fixed Assets Coverage Ratio ( No. of times )	16.460

# **Major Queries/Questions Answered in the Report?**

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



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

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Detergent Cake & Powder Manufacturing plant ?**
- 10. What are the requirements of raw material for setting up Detergent Cake & Powder Manufacturing plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up Detergent Cake & Powder Manufacturing Business?**
- 12. What is the Manufacturing Process of Detergent Cake & Powder?**



- 13. What is the total size of land required for setting up Detergent Cake & Powder Manufacturing plant ?**
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# Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**



- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

# Our Approach:

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

# **Scope of the Report**

**The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Detergent Cake & Powder.” provides an insight into Detergent Cake & Powder market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Detergent Cake & Powder project. The report assesses the market sizing and growth of the Indian Detergent Cake & Powder Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:**

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Detergent Cake & Powder sector in India along with its business prospects. Through this report we have identified Detergent Cake & Powder project as a lucrative investment avenue.**

# Tags

#Detergent\_Powder\_&\_Cake, #Manufacturing\_of\_Detergent\_Powder, #Production\_of\_Detergent\_Cake\_&\_Powder, How is Detergent Made? Detergent Cake Making Business, Manufacture of Detergent Powder, #Detergent\_Powder, Project Profile on Detergent Powder / Cake Manufacturing, How to Manufacture Detergents Powder, Manufacturing of Detergent Cakes, Manufacturing of Detergent Powder, Detergent Powder Manufacturing, Detergent Powder / Cake, Manufacturing of Detergent Powder & Cake, #Project\_Report\_on\_Manufacture\_of\_Detergent, Detergent Manufacturing Process Flow Chart, Detergent Manufacturing Process, Detergent Manufacturing Process PPT, Process Flow Chart of Detergent Powder Manufacturing Process, Process Flow Chart For Manufacturing of Detergents, Detergent Production, Detergent Powder Making Process, How to Start a Detergent Powder Business, #Starting\_a\_Detergent\_Powder\_Making\_Business, #Project\_Report\_on\_Detergent\_Cake\_and\_Powder\_Manufacturing\_Industry, Detailed Project Report on Detergent Cake and Powder Production, Project Report on Detergent Cake and Powder Production, Pre-Investment Feasibility Study on Detergent Cake and Powder Production, Techno-Economic feasibility study on Detergent Cake and Powder Production, Feasibility report on Detergent Cake and Powder Production, Free Project Profile on Detergent Cake and Powder Production, Project profile on Detergent Cake and Powder Production, Download free project profile on Detergent Cake and Powder Production, Detergent Cake Making Plant, Detergent Cake Plant, How to Make Detergent Cake, Detergent Cake Manufacturing Plant,

Detergent Cake Production, Detergent Soap (Cake) Making Formula, #Detergent\_Cake\_Formulation, Soap & Detergent Powder Manufacturing, Soap and Detergent, Detergent Powder Making Business, Detergent Powder Manufacturing Project, #Detergent\_Cake\_and\_Powder\_Manufacturing\_Plant, Detergent Production Business, Detergent Cake and Powder Production, Soap and Detergent Manufacturing, Making Soaps and Detergents, Soap and Detergent Manufacture, Washing Soap Manufacturing Process, How to Manufacture Disinfectants, Soaps and Detergents, #Soaps\_and\_Detergents\_Production, Manufacture of Soap, Production of Soaps and Detergents, Soap Manufacturing Process, HUL, Rohit Surfactants, P&G, Nirma, Jyothy Laboratories, Ghari, Surf Excel, Active Wheel, Rin, Tide, Ariel, Mr. White, Henko, Rin, Soap and Detergent Manufacturing Industry, Detergent Soap Making, Powder Detergent Manufacturing Process, Fast-Moving Consumer Goods, #FMCG\_Industry\_in\_India, FMCG, Indian FMCG Sector, Most Profitable FMCG Business Ideas, FMCG Manufacturing Business Ideas, Lucrative Fast-Moving Consumer Goods (FMCG) Business Ideas, FMCG Business Ideas, FMCG Business Opportunity In India, Fastest Growing Business Ideas, FMCG Industry

**Niir Project Consultancy Services (NPCS)  
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- **Good Present/Future Demand**
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**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)**



# Contact us

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# Who are we?

- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



*We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.*



*We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.*



# What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
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- *Laboratory Testing Services*
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## How are we different ?

- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*



# Our Approach

**Requirement collection**

**Thorough analysis of the project**

**Economic feasibility study of the Project**

**Market potential survey/research**

**Report Compilation**



# Contact us

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