

International Journal of Agriculture Extension and Social Development

Volume 8; Issue 12; December 2025; Page No. 826-828

Received: 17-10-2025
Accepted: 19-11-2025

Indexed Journal
Peer Reviewed Journal

Analysis of market landscape of organic personal care products in Hyderabad region

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DOI: <https://www.doi.org/10.33545/26180723.2025.v8.i12k.2850>

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Abstract

The organic personal care market in India has witnessed rapid growth in recent years due to increasing consumer awareness regarding health, environmental sustainability, and the harmful effects of chemical-based personal care products. Urban centres such as Hyderabad have emerged as promising markets owing to rising disposable income, expanding organised retail formats, and a growing preference for natural and organic products. The present study analyses the market landscape of organic personal care products in the Hyderabad region, with specific focus on soaps, bathing bars, and tooth powders—the product categories offered by Sakura Organics. Primary data were collected through observation of 24 supermarkets and organic stores across different zones of Hyderabad, while secondary data were obtained from published market reports. The study examines market size, product availability, pricing patterns, competitor presence, promotional strategies, and challenges faced by retailers. The findings indicate strong availability of soaps and tooth powders, dominance of mid-priced brands, limited presence of premium brands, and growing scope for expansion in the organic personal care segment in Hyderabad.

Keywords: Organic personal care products, market landscape, Hyderabad, soaps, tooth powder, bathing bars

Introduction

The global and Indian personal care industry has undergone a significant transformation with increasing consumer concern about health, wellness, and environmental sustainability. Conventional personal care products often contain synthetic chemicals, parabens, and artificial fragrances, which have raised concerns regarding long-term health effects. As a result, consumers are increasingly shifting toward organic and natural personal care products that are perceived to be safer and environmentally friendly. India's organic personal care market has shown steady growth over the past decade, supported by increasing awareness, government initiatives promoting organic products, and the expansion of organised retail and e-commerce platforms. Hyderabad, one of India's major metropolitan cities, represents a growing market for organic personal care products due to its diverse population, increasing urbanisation, and rising health consciousness among consumers.

The present study focuses on analysing the market landscape of organic personal care products in the Hyderabad region, particularly soaps, bathing bars, and tooth powders. These categories were selected as they represent essential personal care products and form the

product portfolio of Sakura Organics. Understanding the market structure, competitor presence, pricing, and retail practices is essential for identifying growth opportunities and strategic positioning in this emerging segment.

Materials and Methods

The study adopted a descriptive research design and was based on both primary and secondary data. The observation method was used to collect primary data related to the market landscape of organic personal care products.

Study Area and Sample Selection

The study was conducted in Hyderabad city, covering six major zones. A total of 24 retail outlets were selected for the study, comprising supermarkets and dedicated organic stores. From each zone, two stores were selected using a convenience sampling technique. These stores were visited personally to collect information on organic personal care products.

Data Collection

Primary data were collected through direct observation during store visits. Information was gathered on:

- Types of organic personal care products available

- Brands stocked
- Product sizes and price ranges
- Shelf placement and in-store displays
- Promotional offers and marketing practices
- Challenges faced by store personnel

In addition to physical store visits, online platforms such as Amazon, Flipkart and BigBasket were analysed to understand online pricing, product availability and promotional strategies.

Secondary data were collected from published market reports, research articles and industry sources to estimate market size and growth potential, including TAM, SAM and SOM.

Data Analysis

The collected data were compiled, tabulated and analysed using percentages and descriptive analysis. The findings were interpreted to understand market structure, brand dominance and consumer-oriented trends.

Results and Discussion

Market Size and Potential

Based on secondary data, the Indian organic personal care market was valued at approximately ₹8,549 crores in 2024 and is projected to reach ₹23,821 crores by 2033, growing at an annual rate of about 11 percent (IMARC, 2025) ^[1]. Hyderabad contributes nearly 8 percent of the national organic personal care market.

Accordingly, the Serviceable Available Market (SAM) for organic personal care products in Hyderabad is estimated at around ₹650 crores per year. Based on competitor presence and product range, Sakura Organics can aim to capture approximately 0.2-0.5 percent of this market in the initial three years, translating to a potential revenue of ₹1.3-3.2 crores annually.

Availability of Organic Personal Care Products

The survey of 24 supermarkets and organic stores revealed that organic soaps and tooth powders were available in 100 percent of the stores, indicating strong acceptance and regular demand for these products. In contrast, bathing bars were available in only about 46 percent of the stores, suggesting limited distribution and relatively lower demand. This pattern indicates that soaps and oral-care products form the core of the organic personal care market in Hyderabad, while bathing bars remain a niche category mainly found in organic and speciality outlets.

Brand Presence Across Stores

Among the surveyed stores, Khadi Natural had the highest presence and was available in nearly 75 percent of the outlets. Biotique was stocked in about 50 percent of the stores, followed by SoulTree in approximately 29 percent of the outlets.

Premium brands such as Forest Essentials and Kama Ayurveda were found in only about 21 percent of the stores and were mainly concentrated in premium localities. Mass-market brands like Patanjali and Mamaearth had a smaller presence, appearing in 17 percent and 12 percent of the stores respectively. This indicates that retailers prefer stocking mid-range and affordable organic brands due to

better demand and turnover.

Pricing Pattern of Organic Personal Care Products

Price analysis showed that all stores stocked at least one product priced up to ₹100, indicating complete coverage of the mass-price segment. Products priced between ₹101 and ₹300 formed the major share of shelf space across stores. Premium products priced above ₹300 were available in only about 25 percent of the stores and were limited to high-end organic outlets.

This pricing structure suggests that the Hyderabad market is dominated by mass and mid-priced organic personal care products, while premium products cater to a smaller niche segment.

Category-wise Product Analysis

Soap Category

Soaps were the most widely stocked organic product. Common sizes included 75 g, 100 g and 125 g, with prices ranging between ₹60 and ₹110 for mid-range brands such as Khadi Natural and Biotique. Premium soaps from Forest Essentials and Kama Ayurveda were priced between ₹250 and ₹800, reflecting their luxury positioning.

Bathing Bar Category

Bathing bars were less commonly available. Mid-range brands such as Mamaearth and Rustic Art offered bathing bars in 75 g to 125 g sizes, priced between ₹120 and ₹250. Premium bathing bars priced above ₹300 were limited to select organic outlets.

Tooth Powder Category

Tooth powders showed strong availability across stores. Patanjali and Khadi Natural dominated this category, offering 50 g and 100 g packs priced between ₹45 and ₹120. Speciality and premium tooth powders priced above ₹200 were found only in a few organic stores.

Promotional Practices and In-store Displays

Promotional strategies varied across brands. Mass and mid-range brands such as Patanjali, Biotique and Khadi Natural relied on discounts, combo offers and online promotions. These brands also enjoyed prominent shelf placement in supermarkets.

Premium brands like Forest Essentials and Kama Ayurveda focused on store ambience, packaging aesthetics and fragrance-based displays, rather than price discounts. Mamaearth relied heavily on digital marketing and influencer promotions, helping it reach younger consumers.

Challenges Faced by Retailers

Retailers reported several challenges in marketing organic personal care products. The most significant issue was low and inconsistent demand compared to conventional personal care products. Higher prices of organic products slowed sales movement. Limited shelf space, lack of promotional support from companies, irregular supply and lower profit margins were also reported as major constraints.

Conclusion

The present study provides a comprehensive understanding of the market landscape of organic personal care products in

the Hyderabad region, with special reference to soaps, bathing bars and tooth powders. The findings clearly indicate that the organic personal care market in Hyderabad is at a growing stage, supported by increasing consumer awareness about health, wellness and environmental sustainability. Urban consumers are gradually shifting away from chemical-based personal care products and showing interest in natural and organic alternatives, creating a favourable environment for the growth of this sector.

The market analysis revealed that soaps and tooth powders are the most widely available organic personal care products across supermarkets and organic stores, reflecting their higher acceptance among consumers. Bathing bars, on the other hand, were found to have relatively limited availability, indicating that this category is still emerging and has potential for future expansion. The presence of organic products across both organised retail outlets and specialised organic stores suggests that organic personal care products are gradually becoming part of mainstream consumption in the Hyderabad market.

Brand-wise analysis showed that mid-range brands such as Khadi Natural, Biotique and Patanjali dominate the market in terms of availability and shelf presence. These brands cater to price-sensitive consumers while still offering the perceived benefits of organic and herbal formulations. Premium brands such as Forest Essentials and Kama Ayurveda were observed only in selected high-end organic stores, highlighting their niche positioning and limited reach. This clear segmentation between mass, mid-premium and premium brands reflects diverse consumer preferences and purchasing power within the city.

The pricing analysis further confirmed that most organic personal care products available in Hyderabad fall within the mass and mid-price segments. Products priced up to ₹300 accounted for the majority of shelf space, while premium products priced above ₹300 were limited to a smaller number of outlets. This suggests that affordability plays a significant role in determining product availability and consumer acceptance. The wide range of product sizes and price points provides consumers with flexibility to choose products based on their budget and usage needs.

Observations related to promotional strategies indicated that brands adopt different approaches based on their market positioning. Mass and mid-range brands rely heavily on discounts, combo packs, seasonal offers and online promotions to attract customers and increase sales volume. In contrast, premium brands focus more on store ambience, aesthetic displays and sensory appeal rather than price-based promotions. These strategies reflect an attempt to strengthen brand image and target specific consumer segments.

The study also identified several challenges faced by retailers in marketing organic personal care products. These include low and inconsistent demand compared to conventional personal care products, higher pricing, limited shelf space, inadequate promotional support from companies and irregular supply from distributors. Such challenges indicate that while consumer interest is growing, the organic personal care market still requires stronger demand generation, better awareness campaigns and improved distribution support to achieve sustained growth.

Overall, the findings of this study highlight that Hyderabad possesses strong potential for the expansion of organic

personal care products, particularly in the soap and oral-care segments. With rising health consciousness, increasing availability and growing trust in organic brands, the market is expected to expand further in the coming years. However, addressing challenges related to pricing, promotion and availability will be crucial for brands aiming to strengthen their presence in this competitive market. The insights from this study serve as a valuable base for developing effective marketing strategies and for guiding new and existing players in the organic personal care industry.

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