

**List of Profitable Small Business Ideas
in Manufacturing of
Surfactants, Household and Industrial
Cleaners, Washing, Toilet and Liquid
Soaps, Detergents, Laundry Products.**



Introduction

Soaps today are far too sophisticated and are available in a wide variety of forms for specific end uses. Soaps remove the dirt from the body and clothes. The soap that is used to wash the body is called toilet soap or bathing bar. The soap that is used for washing clothes is called either washing soap or laundry soap. The important classification of toilet soap are floating soaps, marbled soaps, medicated soaps and carbolic soaps.



India today is one of the largest producers of soaps in the world. The soap industry in India is at the high growth rate and many new entrants are planning to launch their product in this category. The overall soap industry is worth at 60000 crores. Soaps form the largest pie of the FMCG Market with bathing & toilet soaps accounting for around 30% of the soap market, by value. Currently, the soap industry is divided into three segments namely Premium, Popular and Economy/ Sub popular.



The Soap industry in India is at the high growth rate and many new entrants are planning to launch their product in this category. The overall soap industry is worth at 60000 crores.

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.



The **Detergent** market is one of the segments of the FMCG market in India that is in maturity stage and still has high growth potential. Although, the detergent consumption in India is less in comparison to the other Asian countries, it is growing vigorously. The per capita detergent consumption in India is around 2.7 kg per year. The detergent sector, with its increasing ability to influence

Due to the increase in population, higher urbanization, spread of education and rising levels of income and consumption, the overall growth of the detergent market has been in double digits from last several years. The detergent market is mainly concentrated in the urban areas but the level of penetration in the rural areas for the past few years has been astonishing.

The overall market for detergent is growing with a CAGR of more than 10% from the last five years. 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.

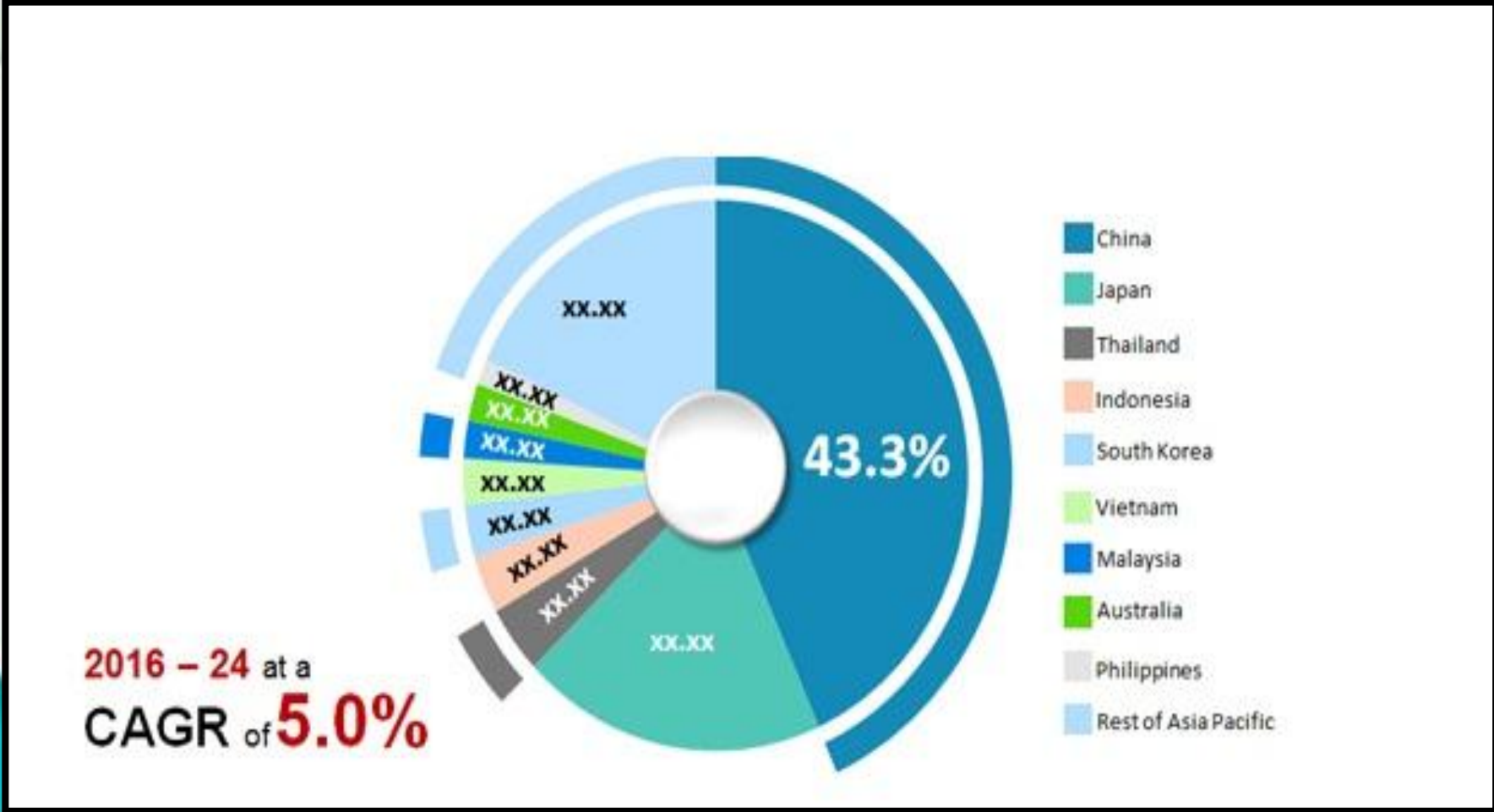


The demand for detergents has been growing at an annual growth rate of 10 to 11 per cent during the past five years. Where an urban consumer prefers washing powder and detergents, a rural consumer is more inclined towards washing cakes and bars. But, over the last few years, we have seen that rural consumers are gradually shifting their preferences from detergent bar to detergent powders.



Surfactants or surface active agents are organic compounds that are manufactured using petrochemical raw materials such as ethylene and benzene or oleo-chemical raw materials such as coconut oil or palm oil. Surfactants are primarily used for their properties such as emulsification, dispersion, solvency, foaming/de-foaming and lubricity of water-based compositions. Owing to these reasons, surfactants are being used in a wide range of personal care products, paints and coatings, and emulsion polymerization. The research report states that the Asia Pacific surfactants market was valued at US\$4.1 bn in 2015 and is expected to be worth US\$6.3 bn by the end of 2024. Between the forecast years of 2016 and 2024, the overall market is expected to surge at a CAGR of 5.0%.

Asia Pacific Surfactants Market Share (%), By Country (2015)



The market size of surfactants is expected to reach USD39.86 billion by 2021, registering a CAGR of 5.4% between 2016 and 2021. The growth of the surfactants market is primarily triggered by the rising demand from the personal care and detergents segments. The market growth is also attributed to the increasing use of surfactants in several other applications. India and China are noteworthy markets as these are two of the largest markets for surfactants in the world. Stringent regulations against the use of synthetic surfactants restrict the growth of the overall surfactants market, as synthetic surfactants account for the major share. Although the market players are gradually shifting to green and bio-based surfactants, the share of synthetic surfactants in the market is still high.

India Household Cleaning Market Outlook, 2021, the overall market for household cleaning is anticipated to grow with a CAGR of 22.74% in the next five years.

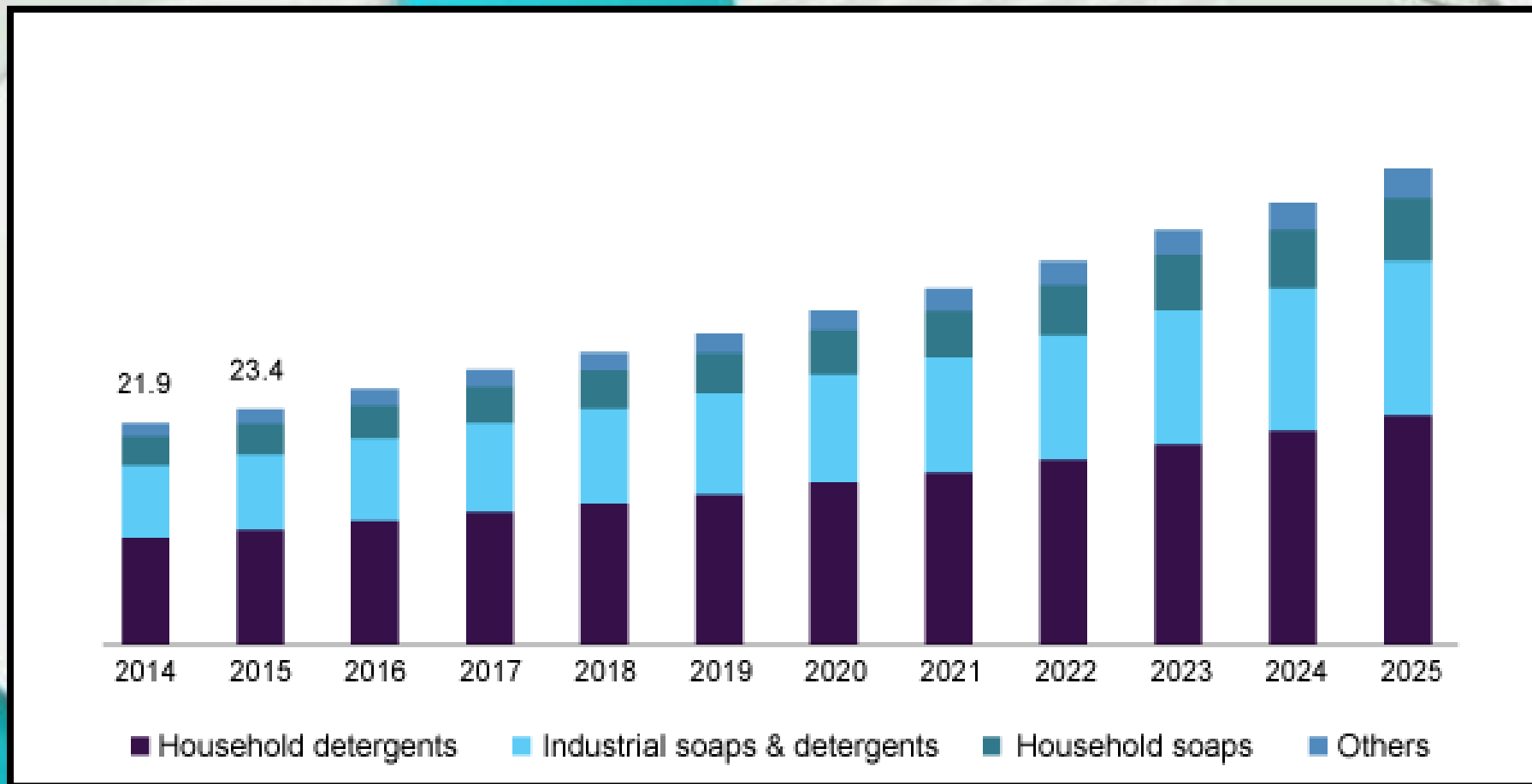
In utensil cleaning category, dishwashing bars dominate market revenues, followed by liquid cleaners whereas dishwashing paste has negligible contribution. Consumers in urban areas are now upgrading to dishwashing liquids which are expected to register robust growth in the forecast period. Powder based utensil cleaners are now set to diminish from the market. The surface cleaning market is growing mainly because of rising awareness about brands due to heavy promotion by leading companies. Floor cleaners dominate category revenues, followed by specialized and multi-purpose cleaners. Surface cleaners are targeted mainly at urban households and thus are more popular in urban markets.

Growing awareness regarding home cleanliness and the need for disinfection is expected to fuel the demand for household cleaning products. Moreover, increase in disposable income coupled with rising focus on child health has positively affected the cleaning products demand in India. Moreover, household cleaning brands have concise advertising campaigns, which have helped them build a strong presence in urban Indian cities. As consumers seek to elevate their overall sense of well-being, the market is witnessing a growing prevalence for products with different fragrance. Adding to this, complex lifestyles have left consumers with little or no time to clean their homes, and this trend is anticipated to augment immense demand for convenient and more effective products. Improved living standards will further drive consumers to opt for premium priced and aesthetically appealing cleansers over the next five years.

The global soap and detergent market size was estimated at USD 97.26 billion in 2016. The rising disposable income, developing textile industry, and escalating penetration of washing machines in the developing economies is expected to boost the market growth over the forecast period. The increasing healthcare awareness coupled with rising disposable income has categorized soaps and detergents as an essential consumable product in the developed as well as developing regions.



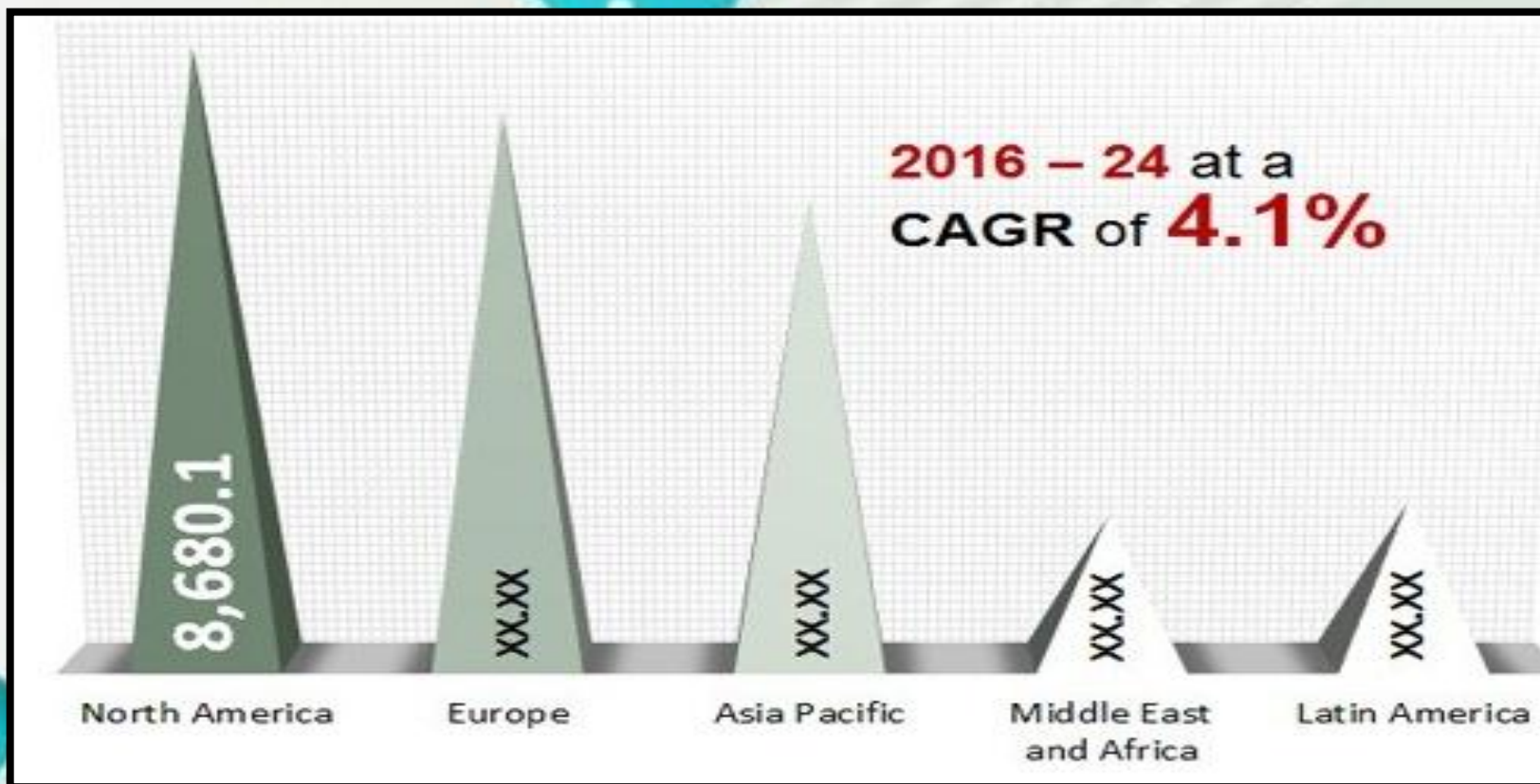
U.S. Soap and Detergent Market by Product, 2014-2025 (USD Billion)



*In 2016, the **household detergents** segment is estimated to dominate the soap and detergent market. The high usage rate, a large population in Asia Pacific region, and rising disposable income has led to its large market share. The household soaps segment is expected to grow at a lucrative rate during the forecast period.*

The global household cleaners market was valued at US\$ 27,468.6 mn in 2015, and is expected to reach US\$ 39,400.9 mn by 2024, in terms of revenue. This will represent a CAGR of 4.1% from 2016 to 2024.

Global Household Cleaners Market Revenue Share, By Geography, 2015 (US\$ Mn)





Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on Required Project

List of Profitable Small Business Ideas in Manufacturing of Surfactants, Household and Industrial Cleaners, Washing, Toilet and Liquid Soaps, Detergents, Laundry Products.

Here are few Projects for Startup:

➤ FLOOR CLEANER

Floor and bathroom cleaner is a liquid type of cleaner has strong disinfecting action which kills germs and repels flies and insects. It is used to clean all types of floor surfaces made of ceramic, marble granite, mosaic, cement floor etc. It is an antistatic type of floor cleaner and is specially formulated for washing antistatic/conductive PVC floors. [Read more](#)



➤ **WASHING SOAP AND WASHING POWDER (NIRMA TYPE)**

Soaps are the earliest form of detergents. Detergents are defined as complete washing or cleaning products, which contain among their ingredients an organic surface-active compound that passes soil-removal properties. [Read more](#)



➤ **CLEANING POWDER (VIM TYPE)**

The powder commonly employed for the cleaning of household utensils is known as utensils cleaning powder. It is available in the market by the various trade names like Vim, Biz and many others. It can be employed for cleaning of Aluminium, Brass, Stainless Steel and Crockery's etc. [Read more](#)



➤ **TOILET AND HERBAL SOAP**

It goes without saying that soap is indispensable to our daily life. Accordingly, the manufacturing industry should continue to develop as one of the most important industries. Soap may broadly be classified by use as soap household, industrial soap and special soap. [Read more](#)



➤ **AROMATIC HERBAL SHAMPOO**

Shampoos have increased in importance beginning with soap based products and expanding. To prevent or alleviate abnormalities of epidermis skin and scalp, various bactericides, keratolysis agents and sensitizing dyes and peripheral nervous stimulator such as menthol have been used in hair tonic preparation. [Read more](#)



➤ **DETERGENT POWDER**

Synthetic detergents as an effective substitute to washing soaps have become increasingly popular in the country in the last 25 years. With more and more of awareness amongst all classes of society to maintain healthy ways of livings, this industry is to be manifold. [Read more](#)



➤ **SOAP NOODLES**

Soap Noodles are made from vegetable oils, such as palm oil, coconut oil or olive oil and animal fats. These are saponified usually using sodium hydroxide, to form a salt of the fatty acids. Soap noodles constitute the very basic form of soap. [Read more](#)



➤ **SODA ASH**

Soda ash is a chemical trade name donated by the anhydrous sodium carbonate, or simply Soda. The dehydrate variety of soda ash is frequently known in commerce by the names Sal Soda. Soda ash is also differentiated into two classes viz natural ash if the classes viz. [Read more](#)



➤ **DETERGENT CAKE**

Detergents are defined as complete washing or cleaning products, which contain among their ingredients an organic surface-active compound (Surfactant) that passes soil-removal properties. The term detergent originated from the latin word detergere (i.e. wipe off), is now-a-days applied to all synthetic washing compounds. [Read more](#)



➤ **TOILET SOAP**

In the modern society due to awareness towards the hygiene, Toilet soap has how become the necessity of life. Urbanization and development to tourism industry has led to both increase in demand and improvement in the product quality. New technologies have also contributed their bit in the development process. [Read more](#)



➤ **LIQUID DETERGENTS**

Liquid detergents are convenience products, compared with powdered detergent dissolve more rapidly, particularly in cold water, they generate less dust. It is not surprising, therefore, those liquid forms of household cleaning product developed by manufacturers. [Read more](#)



➤ **NATURAL GLYCERINE**

Glycerine (sometimes called glycerine or glycerin) is the name of the commercial product consisting of glycerol and a small amount of water. At low temperatures, glycerine tends to supercool, rather than crystallize. Water solutions of glycerine resist freezing, a property responsible for glycerine's use as permanent antifreeze in cooling, systems. [Read more](#)



➤ **CLEANING POWDER FOR UTENSILS (VIM TYPE)**

The powder commonly employed for the cleaning of household utensils is known as utensils cleaning powder. It is available in the market in various trade names such as Vim, Biz etc. The manufacture of utensils cleaning powder is very simple and involve only mixing in proper quantity as given in formulation. [Read more](#)



➤ **DETERGENT CAKE & WASHING POWDER**

Detergent are complete washing or cleaning products. The synthetic detergent industry is one of the largest chemical process industries. Some important uses of detergent cake and powder are in hand soaps and shampoo; special protective creams, like cold creams, [Read more](#)



➤ **LAUNDRY SOAP**

Soaps are salt of the fatty acids or mixtures of such salts. There are two kinds of soaps namely water soluble and water insoluble. Soaps are prepared either by neutralizing the preformed fatty acid with alkalies or by direct saponification of a fat or mixture of fats most popular surfactant that finds applications in household sector as well as in industrial sector. [Read more](#)



➤ **GLASS CLEANER, FLOOR CLEANER & TOILET CLEANER**

Cleaners are substances that are typically used to eliminate stains, smells, dirt, dust, and general clutter on a variety of surfaces. The surface cleanser and disinfectants market has grown in value terms to an estimated Rs 6 bn a year, if multi-purpose detergents are excluded. [Read more](#)



➤ **NEROL SOAP AND DETERGENT**

Chemically speaking soaps are salt of fatty acid, generally mixture of various such salts. Based upon their properties, soaps are broadly classified into types namely water-soluble and water insoluble. Fatty acid salts of alkali metals like sodium, potassium etc. Raw materials required for detergent. [Read more](#)



➤ **ZEOLITE 4A (DETERGENT GRADE)**

The term zeolite is used to denote crystalline aluminium silicates of natural or synthetic origin. Chemists have classified approximately 50 natural and more than 200 synthetic zeolites. A common property of all zeolites is their ion exchange capability. On the basis of this characteristic, [Read more](#)



➤ **DETERGENT CAKE, POWDER AND DISH WASHING DETERGENT CAKE AND POWDER**

Soaps are the earliest form of detergents. Though at present the term detergent is used for synthetic detergent derived from petroleum products. The origin of soap making is unknown. The phoenicians were acquainted with it by at least 600 BC & it was known the gauls not later than about 300 B.C. [Read more](#)



➤ **SURFACTANTS (HAND WASH, FLOOR CLEANER, TOILET CLEANER, PHENYL BLACK AND WHITE, GLASS CLEANER, DISH WASH LIQUID, AIR FRESHENER)**

Surfactants are compounds that lower the surface tension of a liquid, the interfacial tension between two liquids, or that between a liquid and a solid. Surfactants may act as Air freshener, detergents, wetting agents, emulsifiers, foaming agents, and dispersants. [Read more](#)



➤ **DISH WASH (LIQUID & SOAP BAR) AND DETERGENT (LIQUID SOAP BAR AND POWDER)**

Detergents are defined as complete washing or cleaning products, which contain among their ingredients an organic surface-active compound (Surfactant) that passes soil-removal properties. Frequently the term detergent is used synonymously with surfactant but common industry practice treats the surfactant as one component of a done here. [Read more](#)



➤ **LINEAR ALKYL BENZENE (LAB)**

Linear alkyl benzene is a family of organic compounds with the formula $C_6H_5C_nH_{2n+1}$. Typically, n lies between 10 and 16, although generally supplied as a tighter cut, such as C12-C15, C12-C13 and C10-C13, for detergent use. The C_nH_{2n+1} chain is un-branched. They are sometimes called LABs. [Read more](#)



➤ **PRODUCTION UNIT OF LIQUID WASHING SOAP, PERFUMED BLEACH FOR THE WASH OF WHITE CLOTHS, TOILET TILLS HARD STAINS REMOVER LIQUID, DETERGENT POWDER**

Laundry detergent, or washing powder, is a type of detergent (cleaning agent) that is added for cleaning laundry. In common usage, "detergent" refers to mixtures of chemical compounds including alkylbenzenesulfonates, which are similar to soap but are less affected by hard water. [Read more](#)





Tags

Soaps & Detergents Manufacturing, Soap and Detergent Industry, Production of Detergent, Detergents Manufacturing Industry, Soaps and Detergents Production, Manufacture of Soap and Detergents, Soap and Detergent Manufacturing Business, Soap Manufacturing Business Plan, Cleaner Production, Production of Household Cleaning Products, Production of Floor Cleaner, Floor Cleaners Making Business, Floor Cleaner Formulation, Floor Cleaner Manufacturing Process, Soap Manufacturing Process, Manufacturing of Soaps, Soap Making Process, Soap and Detergent Manufacture, Detergent Powder Manufacturing Business, Production of Washing Soap and Washing Powder (Nirma Type), Manufacture of Cleaning Powder, Production of Cleaning Powder (Vim Type), How to Manufacture Herbal Soaps & Detergents, Toilet and Herbal Soap Manufacturing Plant, Herbal Soap Manufacturing, Production of Toilet and Herbal Soap, Herbal Shampoo Formulation, Aromatic Herbal Shampoo Manufacturing Plant, Production of Aromatic Herbal Shampoo, Production of Detergent Powder, Soap Noodle Production Plant, Soap Noodle Production, Soap Noodles Manufacture, Soap Noodles Manufacturing Plant, Production of Soap Noodles, Production of Soda Ash,



Detergent Cake Making Plant, Production of Detergent Cake, How to Make Toilet Soap? Production of Toilet Soap, Toilet Soap Manufacturing Process, Liquid Detergent Making Process, How to Make a Liquid Detergent? Production of Liquid Detergents, Production of Glycerin, Production of Natural Glycerine, Production of Cleaning Powder for Utensils (Vim Type), Detergent Cake & Washing Powder, Production of Detergent Cake & Washing Powder, Production of Laundry Soap Production of Glass Cleaner, Floor Cleaner & Toilet Cleaner, Production of Nerol Soap and Detergent, Production of Zeolite 4a (Detergent Grade), Production of Detergent Cake, Powder and Dish Washing Detergent Cake and Powder, Production of Surfactants (Hand Wash, Floor Cleaner, Toilet Cleaner, Phenyl Black and White, Glass Cleaner, Dish Wash Liquid, Air Freshener), Production of Dish Wash (Liquid & Soap Bar) and Detergent (Liquid Soap Bar and Powder), Production of Linear Alkyl Benzene (Lab), Production Unit of Liquid Washing Soap, Perfumed Bleach for Wash of White Cloths, Toilet Tills Hard Stains Remover Liquid, Detergent Powder

**For more Projects and further details,
visit at:**

<https://goo.gl/rDncYi>

<https://goo.gl/oN41ge>

<https://goo.gl/DHt3bV>

<https://goo.gl/B22nrp>

Major Queries/Questions Answered in Our Report?

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

- 5. What is the total project cost for setting up the plant?**
- 6. What are the operating costs for setting up the plant?**
- 7. What are the machinery and equipment requirements for setting up the plant?**
- 8. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up the plant?**
- 9. What are the requirements of raw material for setting up the plant?**

- 10. Who are the Suppliers and Manufacturers of Raw materials for setting up the plant?**
- 11. What is the Manufacturing Process of the plant?**
- 12. What is the total size of land required for setting up the plant?**
- 13. What will be the income and expenditures for the plant?**
- 14. What are the Projected Balance Sheets of the plant?**

- 15. What are the requirement of utilities and overheads for setting up the plant?**
- 16. What is the Built up Area Requirement and cost for setting up the plant?**
- 17. What are the Personnel (Manpower) Requirements for setting up the plant?**
- 18. What are Statistics of Import & Export for the Industry?**
- 19. What is the time required to break-even?**

- 20. What is the Break-Even Analysis of the plant?**
- 21. What are the Project financials of the plant?**
- 22. What are the Profitability Ratios of the plant?**
- 23. What is the Sensitivity Analysis-Price/Volume of the plant?**
- 24. What are the Projected Pay-Back Period and IRR of the plant?**
- 25. What is the Process Flow Sheet Diagram of the plant?**
- 26. What are the Market Opportunities for setting up the plant?**
- 27. What is the Market Study and Assessment for setting up the plant?**
- 28. What is the Plant Layout for setting up the plant?**



Reasons for Buying Our Report:

- **The 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**
- **The report provides vital information on the product like it's characteristics and segmentation**
- **The report helps you market and place the product correctly by identifying the target customer group of the product**

- **The 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**



Free Instant Online Project Identification and Selection Service

Our Team has simplified the process for you by providing a "Free Instant Online Project Identification & Selection" search facility to identify projects based on multiple search parameters related to project costs namely: Plant & Machinery Cost, Total Capital Investment, Cost of the project, Rate of Return% (ROR) and Break Even Point % (BEP). You can sort the projects on the basis of mentioned pointers and identify a suitable project matching your investment requisites.....[Read more](#)

Download Complete List of Project Reports:

▪ Detailed Project Reports

NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the 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**

The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,



Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

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](#)



Visit us at:

Entrepreneur India

www.entrepreneurindia.co

www.niir.org

www.entrepreneurindia.co



**Take a look at
NIIR PROJECT CONSULTANCY SERVICES
on #Street View**

<https://goo.gl/VstWkd>



*Locate us on
Google Maps*

<https://goo.gl/maps/BKkUtq9gevT2>



Contact us

NIIR PROJECT CONSULTANCY SERVICES

**106-E, Kamla Nagar, Opp. Spark Mall,
New Delhi-110007, India.**

Email: npcs.ei@gmail.com , info@entrepreneurindia.co

Tel: +91-11-23843955, 23845654, 23845886, 8800733955

Mobile: +91-9811043595 Fax: +91-11-23841561

Website : www.entrepreneurindia.co , www.niir.org

Take a look at NIIR PROJECT CONSULTANCY SERVICES on #StreetView

<https://goo.gl/VstWkd>



Niir PROJECT CONSULTANCY SERVICES

An ISO 9001:2015 Company



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*



What do We Offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Business Plan*
- *Market Research Reports*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

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

NIIR PROJECT CONSULTANCY SERVICES

106-E, Kamla Nagar, Opp. Spark Mall,
New Delhi-110007, India.

Email: npcs.ei@gmail.com , info@entrepreneurindia.co

Tel: +91-11-23843955, 23845654, 23845886, 8800733955

Mobile: +91-9811043595

Website : www.entrepreneurindia.co , www.niir.org

Take a look at NIIR PROJECT CONSULTANCY SERVICES on #StreetView

<https://goo.gl/VstWkd>



Follow Us



➤ <https://www.linkedin.com/company/niir-project-consultancy-services>



➤ <https://www.facebook.com/NIIR.ORG>



➤ <https://www.youtube.com/user/NIIRproject>



➤ <https://plus.google.com/+EntrepreneurIndiaNewDelhi>



➤ https://twitter.com/npcs_in



➤ <https://www.pinterest.com/npcsindia/>



For more information, visit us at:
www.entrepreneurindia.co
www.niir.org