

Baby and Child-Specific Products in Switzerland

Market Direction | 2022-08-19 | 26 pages | Euromonitor

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Report description:

Despite heavily declining birth rates during the pandemic, baby and child-specific products recorded low single-digit retail volume and current value growth in 2021. The number of children aged between 0 and 11 years only increased marginally leading to a slight increase in per capita volume and value sales. This was in large part driven by a relatively strong rise in sales of the largest category of baby wipes, which were being used as quick clean alternatives to other personal wipes for on-the...

Euromonitor International's Baby and Child-specific Products in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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BABY AND CHILD-SPECIFIC PRODUCTS IN SWITZERLAND

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Improving demand in 2021 despite declining birth rates in Switzerland

Increase in online research and e-commerce due to greater time at home

Retailer Migros continues to lead with private label line Mibelle

PROSPECTS AND OPPORTUNITIES

Moderate growth predicted as habits and usage stabilise over forecast period

Rising competition from natural brands can further limit stronger growth

Despite further penetration of e-commerce, supermarkets will be favoured due to convenience of one-stop shopping

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