

Baby and Child-Specific Products in Argentina

Market Direction | 2023-04-24 | 24 pages | Euromonitor

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Report description:

Baby and child-specific hair care products witnessed a decline in sales volume for the eighth consecutive year in 2022 in Argentina, primarily due to the country's persistent economic challenges. Looking to save money, consumers increasingly opted for products that the entire family could use instead of purchasing non-essential items such as shampoo specifically designed for children. Further, in 2022 many companies withdrew from the Precios Cuidados programme to prevent a decline in profit marg...

Euromonitor International's Baby and Child-specific Products in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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