

Baby and Child-Specific Products in Egypt

Market Direction | 2023-05-11 | 22 pages | Euromonitor

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Report description:

Major multinational player, Johnson & Johnson, has a well-established presence in the Egyptian market, which it has built over many years. The brand has gained high levels of consumer trust, which is particularly important in the area of baby and child-specific products, with parents not willing to take risks with the safety or quality of products for their children. As a result, Johnson & Johnson remains the leading brand in the baby and child-specific products category in Egypt.

Euromonitor International's Baby and Child-specific Products in Egypt 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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