

Baby and Child-Specific Products in Italy

Market Direction | 2023-05-03 | 26 pages | Euromonitor

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Report description:

Baby and child-specific products continued to see value sales rise in 2022 as the further improvement of the pandemic situation helped in the recovery of volumes. Value sales growth was also linked to unit price increases, the result of rising retail prices due to the higher cost of production faced by manufacturers. Italian children had already returned to school in person in 2021 and, in 2022, parents were more used to living with COVID-19, thanks to the further lifting of restrictions. Face m...

Euromonitor International's Baby and Child-specific Products in Italy 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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Table of Contents:

Baby and Child-Specific Products in Italy
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List Of Contents And Tables

BABY AND CHILD-SPECIFIC PRODUCTS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Higher incidence of children's after-school activities and socialising leads to further sales recovery

Sustainability is the key word, while baby and child-specific sun care drives growth

Nivea Baby overtakes Johnson's Baby and Pampers to gain top spot

PROSPECTS AND OPPORTUNITIES

Volume sales set to follow long-term downward trend

E-commerce will continue to gain share, although it will slow down

Sustainability and convenience will remain key

CATEGORY DATA

Table 1 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 7 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 8 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 9 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 10 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 11 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

BEAUTY AND PERSONAL CARE IN ITALY

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

The high rate of inflation and economic uncertainty linked to the war in Ukraine leads Italians to trade down and focus on essential products

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

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