

Baby and Child-Specific Products in Japan

Market Direction | 2023-05-19 | 25 pages | Euromonitor

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Report description:

While there is an increasing number of products that cater for women's life stages during pregnancy and postpartum, the concept of segmenting babies and children and purchasing different skin care and hair care products according to their ages is emerging. Children, who play outside more often and are exposed to the sun's UV rays and other external factors, tend to require more effective products than babies, but their skin is still immature and sensitive. Therefore, Natural Science's Mama & Kid...

Euromonitor International's Baby and Child-specific Products in Japan 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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Greater segmentation within category to focus on young children rather than babies

Local player Natural Science conducts research to reassure parents when applying skin care to babies

Development of skin care for both recovering mothers and babies

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Increasing focus on mild formulations for baby and child-specific toiletries

Gift sets for new mothers and babies offer higher specific value

Baby and child-specific sun care offers further growth and development potential

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