

## **Baby and Child-Specific Products in Norway**

Market Direction | 2023-05-04 | 24 pages | Euromonitor

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### **Report description:**

Many types of baby and child-specific products struggled to maintain demand in 2022. The category was relatively immune from events like the Coronavirus (COVID-19) and high inflation, largely because Norwegian parents are unlikely to economise on or forgo products for babies and children, which are considered staples and necessary. However, in the review period, many parents downsized, only using the most essential items to ensure a minimalist baby hygiene routine. Parents, therefore, tended to...

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

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High awareness of the effects of sun exposure supports baby and child-specific sun care

Natural and minimal use are the key messages in terms of ingredients

#### **PROSPECTS AND OPPORTUNITIES**

Demographic trends remain important to the performance of baby and child-specific products

Revisiting product formulas to improve the offer in line with the key natural, ecological and minimalist trends

Higher SPF trend to add value to baby and child-specific sun care

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