

Baby and Child-Specific Products in Poland

Market Direction | 2023-05-09 | 25 pages | Euromonitor

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Report description:

The eco trend has become increasingly noticeable in baby and child-specific products in Poland. The success of natural cosmetics for adults made parents look for cosmetics with a high content of ingredients of natural origin, including vegan products with a small number of simple ingredients. However, eco-products for small children remain a niche category. The leading players in this field are brands such as Nivea Baby and Bambino, which have been valued for many years, while examples of eco pr...

Euromonitor International's Baby and Child-specific Products in Poland 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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Licensing and interesting new developments around product format in baby and child-specific toiletries are designed to capture the attention of young children

Continued popularity of retail e-commerce especially for products that parents like to keep in stock

PROSPECTS AND OPPORTUNITIES

Negative demographic trends impact category sales over the forecast period

Baby and child-specific toiletries benefits from licensing, while baby and child-specific sun care sales grow thanks to rising awareness of protecting young skin from the sun

Stable competitive landscape as consumers continue to opt for brands that are well known and which inspire trust

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