

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

Market Direction | 2023-05-04 | 25 pages | Euromonitor

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### **Report description:**

Spain's fertility rate is among the lowest in Europe, with the number of births having sunk to a historic low during the first half of 2022, according to official sources. This reflects an underdeveloped social welfare system (there are no child benefit payments, for example), a shortage of housing and a labour market that is characterised by both an elevated unemployment rate and a high level of temporary contracts. These factors lead many Spanish women to postpone motherhood until their 30s or...

Euromonitor International's Baby and Child-specific Products in Spain 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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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sales remain restricted by low birth rate, but sun care and baby wipes buck the general trend

Spanish parents remain willing to purchase more expensive, specialised products for younger children, with sustainability becoming a key focus

Private label retains a significant presence

#### PROSPECTS AND OPPORTUNITIES

Sales will remain restricted by falling birth rate, although sun care and wipes will continue to make gains

Older children are expected to make a greater role in purchasing decisions, thanks to new parenting trends

Social media channels, such as YouTube and TikTok, will grow in importance, with brand licensing also opening up opportunities.

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