

Baby and Child-Specific Products in South Korea

Market Direction | 2023-05-22 | 24 pages | Euromonitor

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Report description:

As parents are keen to take good care of their babies and children, they tend to prioritise purchases of such products. Therefore, the category saw little negative impact from the pandemic, and current value sales in 2022 were above the pre-pandemic level. With continued demand, more companies want to take advantage of the opportunities. Baby and child-specific products is therefore expanding, with more players entering the category and a more segmented product range available across skin care a...

Euromonitor International's Baby and Child-specific Products in South Korea 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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Vegan, clean and derma products gain traction for their safety and efficacy

Social media plays a key role for busy working mothers

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