

Baby and Child-Specific Products in Sweden

Market Direction | 2023-05-11 | 23 pages | Euromonitor

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Report description:

Baby and child specific products continued to see positive growth in constant value terms in 2022, albeit at a slightly slower rate than the previous year. As such, the category was relatively impervious to price hikes caused by rising inflation, as Swedish parents continued to prioritise purchases for their children. However, the birth rate in the country fell in 2022, which restricted growth to some extent. This is not a new phenomenon, with the number of babies born in Sweden having been in d...

Euromonitor International's Baby and Child-specific Products in Sweden 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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2022 DEVELOPMENTS

Continued growth expected, despite rising inflation and falling birth rate

Sun care products will lead growth

Parents will continue to seek out natural, additive-free options

PROSPECTS AND OPPORTUNITIES

Further decline in the national birth rate will have negative impact on volumes, but parents will continue to spoil their offspring.

"Less is more" approach will characterise baby and child-specific products, with niche brands gaining traction

Sun care will continue to lead growth, in keeping with return to pre-pandemic outdoor activities

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