

Baby and Child-Specific Products in Australia

Market Direction | 2023-06-22 | 21 pages | Euromonitor

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Report description:

Australian parents remained interested in purchasing the best products they could afford for their children in 2022, including those with ingredients perceived as safe while also clinically efficacious. Australia has a high incidence of eczema compared to other countries, which continued to support products that help prevent and alleviate symptoms of eczema. As a result, claims such as Fragrance Free, Sensitive Skin, No Parabens and Hypoallergenic were the most common in the category, according...

Euromonitor International's Baby and Child-specific Products in Australia 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Local parents remain interested in safe but effective products for their children

Sustainable claims gradually emerge in baby and child-specific products

Brands look to expand target audience beyond initial positioning

PROSPECTS AND OPPORTUNITIES

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Steady growth over forecast period, supported by innovation and more sophisticated formulations

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