

Baby and Child-Specific Products in India

Market Direction | 2023-07-13 | 23 pages | Euromonitor

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Report description:

In 2022, the competitive landscape for baby and child-specific products intensified, largely due to external investment in domestic baby products companies. This influx of funds allowed domestic brands to boost their reach, and as a result parents had a much wider range of brands available from which they could choose. For instance, domestic baby products company Baby Amore received funding from investors, which allowed the brand to expand its reach in 2022. Similarly, a major fmcg player, ITC L...

Euromonitor International's Baby and Child-specific Products in India 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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BABY AND CHILD-SPECIFIC PRODUCTS IN INDIA

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Competition intensifies on the back of funding and acquisitions

Brands leverage claims to attract parents increasingly conscious of product safety and efficacy

Developing an e-commerce ecosystem benefits baby and child-specific products

PROSPECTS AND OPPORTUNITIES

Premiumisation set to be driven by well-informed modern parents

Growth potential due to significant population base aged 0-11, along with white space in child-specific products

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