

## **Global Baby Shampoo and Conditioner Market Report and Forecast 2024-2032**

Market Report | 2024-01-16 | 211 pages | EMR Inc.

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### **Report description:**

Global Baby Shampoo and Conditioner Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global baby shampoo and conditioner market attained a value of USD 6.24 billion in 2023. Aided by the heightened emphasis on baby hair care and the proliferation of baby care products in the personal care sector, the market is projected to further grow at a CAGR of 5.4% between 2024 and 2032 to reach a value of USD 10 billion by 2032.

Baby shampoos and conditioners are meticulously formulated products, tailored to cater to the delicate scalp and hair of infants and toddlers. These formulations ensure the gentle cleansing of baby hair, eliminating the possibility of eye irritation. Enriched with moisturising agents, vitamins, and natural ingredients, these products aim to maintain the soft texture and health of a baby's hair, while simultaneously ensuring safety and preventing allergies.

A vital driver steering the global baby shampoo and conditioner market growth is the escalating awareness about baby hair care amongst parents. Modern-day parenting is characterised by a heightened emphasis on the well-being and health of the infant, not just in terms of nutrition but extending to skincare and haircare. This paradigm shift is primarily attributed to an increase in parental education and the easy availability of information in the digital age.

Furthermore, the rising disposable incomes and evolving lifestyles have led to an amplified demand for premium and specialised baby care products. Parents are more willing to spend on high-quality, organic, and hypoallergenic shampoos and conditioners that promise the best care for their little ones.

The expanding application and diversification of baby shampoos and conditioners in the personal care industry are pivotal in fuelling baby shampoo and conditioner market demand. Notably, several manufacturers are introducing baby shampoos with dual functionalities - as body washes and hair cleansers. Such innovative products, coupled with conditioners that detangle and nourish baby hair, are gaining immense popularity.

Moreover, the surge in organic and natural baby care products has been a significant trend influencing the baby shampoo and conditioner market outlook. Discerning parents are gravitating towards products infused with natural ingredients like aloe vera, chamomile, and calendula, veering away from chemicals and potential irritants.

Additionally, the growth of the e-commerce sector and online retail platforms has made an indelible mark on the baby shampoo

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and conditioner industry. With the convenience of online shopping and the vast array of product choices at their fingertips, parents are exploring and purchasing a diverse range of products, further propelling market expansion.

#### Market Segmentation

The market can be divided based on product type, distribution channel, and region.

#### Market Breakup by Product Type

- Medicated

- Non-Medicated

#### Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets

- Convenience Stores

- Independent Retailers

- Online

- Others

#### Market Breakup by Region

- North America

- Europe

- Asia Pacific

- Latin America

- Middle East and Africa

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global baby shampoo and conditioner market. Some of the major players explored in the report by Expert Market Research are as follows:

- Johnson & Johnson Inc.

- Beiersdorf AG

- Artsana USA, Inc.

- Mothercare plc

- Pigeon Corporation

- Others

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