

Baby and Child-Specific Products in Finland

Market Direction | 2024-04-12 | 23 pages | Euromonitor

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Report description:

The overarching trend shaping the baby and child-specific product market in Finland is the decline in birth rates, a phenomenon that persisted throughout 2023. Following the peak witnessed in 2020, birth rates steadily declined to reach their lowest levels in recorded history by 2023. This demographic shift significantly impacted the demand for baby and child-specific products, with several product areas experiencing a downturn in sales volume.

Euromonitor International's Baby and Child-specific Products in Finland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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Increased focus on sensitive skin drives development

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