

Baby and Child-Specific Products in China

Market Direction | 2024-04-17 | 23 pages | Euromonitor

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Report description:

Despite a declining birth rate in China impacting the overall market for baby-related products, in 2023 baby and child-specific products exhibited recovery from its 2022 current value decline. This resilience can be attributed to its comparatively lower penetration when compared with essential items such as baby milk formula and nappies/diapers/pants. These core necessities experience a more direct correlation with decline in the infant population. However, the category inevitably faces downward...

Euromonitor International's Baby and Child-specific Products in China 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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