

## **Baby and Child-Specific Products in Ireland**

Market Direction | 2024-04-15 | 23 pages | Euromonitor

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### **Report description:**

In 2023, despite rising inflation and growing price consciousness, baby and child-specific products in Ireland recorded positive retail volume growth. Many consumers continue to spend and invest in products for children during economic uncertainty, happy to allocate budgets to baby and child-specific products, wanting the best for their children. Skin care and sun care were strong performers, with a continued focus on hygiene boosting sales. In addition, baby- and child-specific sun care has ben...

Euromonitor International's Baby and Child-specific Products in Ireland 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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Sun care posts the strongest results as parents prioritise children's health

Johnson & Johnson retains its lead while private label gains ground

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