

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

Market Direction | 2024-04-18 | 24 pages | Euromonitor

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### **Report description:**

In 2023, baby and child-specific products registered growth in both volume and value terms in, with rising inflation driving the positive value performance. Baby-specific products drove the performance of the landscape, while items designed for older children saw a loss. Portuguese consumers are increasingly aware of the sensitivity of babies' skin and are willing to invest in products specifically designed for babies, even in more difficult economic times. As such, these products are increasing...

Euromonitor International's Baby and Child-specific Products in Portugal 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

April 2024

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Sun care drives growth, with premium goods registering strong sales

Private label gains ground as price-sensitive consumers trade down?

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