

Baby and Child-Specific Products in Singapore

Market Direction | 2024-04-16 | 22 pages | Euromonitor

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Report description:

Baby and child-specific products in Singapore continued to grow at a stable rate in current value terms in 2023, regardless of the declining birth rate in the country. One of the reasons for this is that there have been an increasing number of brands marketing their products as suitable for babies and addressing parental concerns about the quality of products. For instance, brands such as A Tapir's Tale and Cherub Rubs have resonated with Singaporean parents, thanks to their emphasis on natural...

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