

## **Baby and Child-Specific Products in the Philippines**

Market Direction | 2024-04-18 | 22 pages | Euromonitor

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### **Report description:**

Baby and child-specific products in the Philippines saw a stagnant performance in current value terms in 2023. One factor which had an impact on sales was a decline in the birth rate, thanks to greater female empowerment and easier access to family planning and birth control. While the Philippines has traditionally had a higher birth rate than many of its Southeast Asian neighbours, due to the prevailing influence of Catholicism, this has fallen steadily over the years. Fears over possible health...

Euromonitor International's Baby and Child-specific Products in Philippines 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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Declining birth rate has negative impact on sales, although baby and child-specific suncare products see robust growth

Income disparity influences demand with products and packaging tailored to meet different audiences

Competitive landscape remains relatively consolidated due to faith placed in trusted brands

#### PROSPECTS AND OPPORTUNITIES

Baby and child-specific products has potential to expand, alongside rising disposable incomes

Established local apparel brands could provide an additional avenue for companies to market their products

Oral care offers growth opportunities for baby and child-specific products

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