

## **Baby and Child-Specific Products in Dominican Republic**

Market Direction | 2024-04-22 | 21 pages | Euromonitor

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### **Report description:**

Baby and child-specific products in the Dominican Republic is led by Johnson's Baby distributed by Johnson & Johnson Dominicana CxA. In 2023, this brand saw increasing pressure from lower-priced brands that were more attractive to frugal-minded consumers. Tougher competition urged Johnson's Baby to focus on a differentiation strategy, resulting in the reformulation of its products, reporting claims such as "new purer and more delicate," emphasising its softer formula without colourants, parabens...

Euromonitor International's Baby and Child-specific Products in Dominican Republic 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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## SOURCES

### Summary 1 Research Sources

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