

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

Market Direction | 2024-04-29 | 22 pages | Euromonitor

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### **Report description:**

Baby and child-specific products saw current value growth in Egypt in 2023 despite the fact that the category saw downward pressure on volumes at the end of the review period as the difficult economic situation led consumers to rationalise their spending. Growth was largely driven by rising prices, which meant consumers were spending more per item, even if they were buying fewer items overall. Prices were impacted by the devaluation of the Egyptian pound in December 2022, while the devaluation a...

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

April 2024

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