

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

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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### **Report description:**

In 2023, baby and child-specific products recorded double-digit retail value growth. However, much of this was driven by inflation. Price hikes continued to add pressure to consumption patterns, with retail volume growth struggling in areas including nappy (diaper) rash treatment and baby wipes. However, as parents remained keen to invest in products for their children's health, expensive and higher-quality products continued to sell, with retail volume remaining positive in all other areas.

Euromonitor International's Baby and Child-specific Products in Estonia 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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Procter & Gamble retains the lead with well-established brand Pampers

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Private label could increase its foothold as pharmacies are also set to gain share

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## SOURCES

### Summary 1 Research Sources

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