

**Baby and Child-Specific Products in the US**

Market Direction | 2024-05-01 | 29 pages | Euromonitor

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**Report description:**

In 2023, significant current value growth was seen in every category within baby and child-specific products in the US. Baby and child-specific sun care showed the most dynamic value growth in this year. Parents are becoming more conscious of the damaging effects of UV rays on their children's delicate skin, leading to a significant increase in demand. Travel was a factor contributing to the growth of baby and child-specific sun care after 2022, but the primary driving force was the increasing u...

Euromonitor International's Baby and Child-specific Products in USA 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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Addressing the needs of melanin-rich skin with specialised products

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