

Baby and Child-Specific Products in Uruguay

Market Direction | 2024-04-30 | 23 pages | Euromonitor

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Report description:

For the third year in a row, volume sales of baby and child-specific products decreased in Uruguay during 2023, while current value growth remained below the rate of inflation. This negative sales trend can be attributed mainly to the prevalence of cross-border shopping, which in turn is due to the differences in the prices charged for these products in retail outlets in the way and consumers can expect to pay for the same products in neighbouring Argentina. In addition, these price anomalies un...

Euromonitor International's Baby and Child-specific Products in Uruguay 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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Johnson & Johnson leads sales due to wide distribution and competitive pricing

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