

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

Market Direction | 2024-05-01 | 24 pages | Euromonitor

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### **Report description:**

In 2023, baby and child-specific products in Australia experienced a further increase in value sales growth. Among these products, baby and child-specific sun care stood out with remarkable value growth. This surge can be attributed to Australian parents' heightened awareness of the harmful effects of UV sun rays on their children's delicate skin. As parents in Australia prioritise selecting the safest and most effective products for their children, they gravitate towards items with ingredients...

Euromonitor International's Baby and Child-specific Products in Australia 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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Natural is leading attribute within baby and child-specific products

Tween beauty trend provides a boost to the category

##### PROSPECTS AND OPPORTUNITIES

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