

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

Market Direction | 2024-04-30 | 22 pages | Euromonitor

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### **Report description:**

Despite a declining birth rate, baby and child-specific products in Indonesia saw healthy growth in current value terms in 2023, continuing the trend of the previous year. This stemmed partly from improved economic conditions, which translated into a greater willingness amongst parents to spend more on products to enhance their children's wellbeing. Indeed, within the area of baby and child-specific products, Indonesians, especially females, are less likely to trade quality for lower pricing, gi...

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

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Healthy performance in 2023, despite further decline in national birth rate, with innovation driving growth in baby wipes

Organic and natural-based ingredients garner greater attention, as they are perceived as being safer choices

Manufacturers seek to build trust through online channels

#### PROSPECTS AND OPPORTUNITIES

Healthy outlook for baby and child-specific products

Education will play a key role in expanding sales

Organic/natural based ingredients will be increasingly popular, as manufacturers look to follow environmentally sustainable processes

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