

## **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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## Table of Contents:

Baby and Child-Specific Products in the US

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List Of Contents And Tables

### BABY AND CHILD-SPECIFIC PRODUCTS IN THE US

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Baby and child-specific products witnesses value growth in 2023, with the highlight being baby and child-specific sun care

Brands leverage claims to attract parents increasingly conscious of product safety and efficacy

Addressing the needs of melanin-rich skin with specialised products

#### PROSPECTS AND OPPORTUNITIES

Premiumisation will help boost value growth

Gen Alpha's obsession with skin care set to drive growth for baby and child-specific skin care

Sustainability claims to gain further momentum in baby and child-specific products

#### CATEGORY DATA

Table 1 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 7 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 8 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 9 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 10 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 11 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

### BEAUTY AND PERSONAL CARE IN THE US

#### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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