

Baby and Child-Specific Products in the United Kingdom

Market Direction | 2024-05-08 | 26 pages | Euromonitor

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Report description:

In 2023, baby and child-specific products in the UK experienced 8% growth. One of the factors contributing to this growth was the UK's economic situation, which continued to see high inflation. This forced players to raise unit prices due to higher production costs; products such as nappy (diaper) rash treatments increased by 7% per kg, while the average unit price of baby and child-specific hair care rose by 6% per litre. In addition, the category witnessed a general decrease in deals and promo...

Euromonitor International's Baby and Child-specific Products in United Kingdom 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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Consumers looking for most suitable products for their children boost premium sales

Retail offline remains essential for purchases of baby and child-specific products

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