

Baby and Child-Specific Products in South Africa

Market Direction | 2024-05-13 | 22 pages | Euromonitor

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Report description:

Baby and child-specific products in South Africa remained resilient in 2023, despite a struggling economy. Many consumers continued to prioritise their children's wellbeing, supporting further demand across the category. This ongoing positive performance resulted in the entrance of several independent Clicks Baby stores and Mr Price Baby, which offer items from major brands such as Pampers, Huggies, Purity, Nuk Avent and even Joie.

Euromonitor International's Baby and Child-specific Products in South Africa 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 stockpile baby and child-specific products when on promotion

Consumers remain loyal to products that work for their children

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