

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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Table of Contents:

Baby and Child-Specific Products in South Africa

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List Of Contents And Tables

BABY AND CHILD-SPECIFIC PRODUCTS IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

More dynamic value growth driven by further price increases in 2023

Consumers stockpile baby and child-specific products when on promotion

Consumers remain loyal to products that work for their children

PROSPECTS AND OPPORTUNITIES

Natural ingredients to remain a priority for local consumers

Private label to become increasingly competitive

Consumers make more strategic decisions in terms of distribution channels

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 SOUTH AFRICA

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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