

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

Market Direction | 2024-07-18 | 24 pages | Euromonitor

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### **Report description:**

Baby and child-specific products in India continued to see strong retail current value growth in 2023, despite the deceleration in the birth rate. Several factors are contributing to the declining birth rate in the country, including obesity, stress, smoking, and environmental pollution, amongst other influences. According to Euromonitor International's Economies and Consumers data, the number of births per 1,000 persons declined by 1.2% in 2023 from the previous year.

Euromonitor International's Baby and Child-specific Products in India 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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Baby and child-specific products continues to see growth despite the slowdown in the birth rate

Johnson & Johnson (India) retains its leading position, and prioritises ingredient transparency

Natural and clean beauty claims continue to have significant importance amongst parents

#### PROSPECTS AND OPPORTUNITIES

Growing number of dual-income households set to boost sales of baby and child-specific products

Expansion of D2C brands into the category to drive growth in the forecast period

Baby and child-specific sun care holds potential for brands to expand their offerings

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