

Baby Personal Care in Italy

Industry Report | 2024-08-16 | 46 pages | MarketLine

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Report description:

Baby Personal Care in Italy

Summary

Baby Personal Care in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The baby personal care market consists of retail sale of baby toiletries and diapers. The baby toiletries segment consists of liquid and solid based bathing products, lotion, oil, powder, shampoo and wipes (baby toiletries). The diapers segment consists of baby, cloth and training. The market is valued according to the retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2023 exchange rates.
- The Italian Baby Personal Care market had total revenues of \$619.9 million in 2023, representing a negative compound annual growth rate (CAGR) of 1.4% between 2018 and 2023.
- Market consumption volumes declined with a CAGR of -4.9% between 2018 and 2023, to reach a total of 60.4 million units in 2023.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 4.1% for the five-year period 2023-28, which is expected to drive the market to a value of \$759.4 million by the end of 2028.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the baby personal care market in Italy

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the baby personal care market in Italy
- Leading company profiles reveal details of key baby personal care market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy baby personal care market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Italy baby personal care market by value in 2023?
- What will be the size of the Italy baby personal care market in 2028?
- What factors are affecting the strength of competition in the Italy baby personal care market?
- How has the market performed over the last five years?
- Who are the top competitors in Italy's baby personal care market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market share

1.8. Market rivalry

1.9. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

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- 7.1. Market share
- 7.2. Who are the leading players in the Italian baby personal care market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2018-23)?
- 7.4. Which companies' market shares have suffered in the last 5 years (2018-23)?
- 7.5. What are the most popular brands in the Italian baby personal care market?

8 Company Profiles

- 8.1. The Procter & Gamble Co
- 8.2. Kimberly-Clark Corp
- 8.3. Johnson & Johnson
- 8.4. Sodalis Group

9 Macroeconomic Indicators

- 9.1. Country data

10 Appendix

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

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