

## **Baby Personal Care in the United States**

Industry Report | 2024-08-16 | 49 pages | MarketLine

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### **Report description:**

Baby Personal Care in the United States

#### Summary

Baby Personal Care in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 US Baby Personal Care market had total revenues of \$10,339.3 million in 2023, representing a compound annual growth rate (CAGR) of 4% between 2018 and 2023.
- Market consumption volume increased with a CAGR of 1.2% between 2018 and 2023, to reach a total of 964 million units in 2023.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 5.1% for the five-year period 2023-28, which is expected to drive the market to a value of \$13,243.4 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 the United States

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the baby personal care market in the United States
- 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 United States baby personal care market with five year forecasts

#### Reasons to Buy

- What was the size of the United States baby personal care market by value in 2023?
- What will be the size of the United States baby personal care market in 2028?
- What factors are affecting the strength of competition in the United States baby personal care market?
- How has the market performed over the last five years?
- What are the main segments that make up the United States'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 US 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 US baby personal care market?

#### 8 Company Profiles

- 8.1. Kimberly-Clark Corp
- 8.2. The Procter & Gamble Co
- 8.3. Unilever Plc.
- 8.4. Johnson & Johnson

#### 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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