

Baby Personal Care in Brazil

Industry Report | 2025-08-14 | 47 pages | MarketLine

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Report description:

Baby Personal Care in Brazil

Summary

Baby Personal Care in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2019-24, and forecast to 2029). 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 includes retail sales of baby toiletries and diapers. The baby toiletries segment covers bath, lotion, oil, powder, shampoo, and wipes (baby toiletries). Diapers segment covers baby diaper, cloth diapers, and training diapers. The market is valued according to the retail selling price (RSP) and includes any applicable taxes.
- The Brazilian baby personal care market recorded revenues of \$2,135.8 million in 2024, representing a negative compound annual growth rate (CAGR) of 0.3% between 2019-24.
- Market consumption volume increased with a CAGR of 4.1% between 2019-24, reaching a total of 494.9 million units in 2024.
- The contraction of the Brazilian baby personal care market during 2019-24 is attributed to the sharp decline in birth rates. According to the US Census Bureau, in 2024, the total number of births in Brazil reached 2.9 million, a 2.8% decrease from 2019. This steep decline in the newborn population effectively reduced the addressable consumer base for essential categories such as diapers, wipes, and skincare products.

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 Brazil

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the baby personal care market in Brazil
- 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 Brazil baby personal care market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Brazil baby personal care market by value in 2024?
- What will be the size of the Brazil baby personal care market in 2029?
- What factors are affecting the strength of competition in the Brazil baby personal care market?
- How has the market performed over the last five years?
- What are the main segments that make up Brazil's baby personal care market?

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