

**Baby Personal Care in Italy**

Industry Report | 2025-08-14 | 43 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 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 Italian baby personal care market recorded revenues of \$647.1 million in 2024, representing a negative compound annual growth rate (CAGR) of 0.2% between 2019-24.
- Market consumption volumes declined with a negative CAGR of 2.9% between 2019-24, reaching a total of 62.4 million units in 2024.
- The contraction of the Italian baby personal care market during 2019-24 is largely due to a downturn from 2020-22. The COVID-19 pandemic in 2020 significantly disrupted consumer routines, with lockdowns and prolonged periods at home reducing the need for certain baby personal care products such as diapers and wipes, as parents relied more on basic hygiene and minimized discretionary purchases.

Scope

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

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personal care market in Italy

- 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 2024?
- What will be the size of the Italy baby personal care market in 2029?
- 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?

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