

Baby Personal Care in Italy

Industry Report | 2025-08-14 | 43 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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?

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

7 Competitive Landscape

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 during 2019-24?

7.4. Which companies market shares have suffered over the same period (2019-24)?

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. Kenvue Inc

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

Baby Personal Care in Italy

Industry Report | 2025-08-14 | 43 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com