

## **Baby Personal Care in North America**

Industry Report | 2025-08-14 | 44 pages | MarketLine

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### **Report description:**

Baby Personal Care in North America

#### Summary

Baby Personal Care in North America 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 North American baby personal care market recorded revenues of \$15,224.9 million in 2024, representing a compound annual growth rate (CAGR) of 5.4% between 2019-24.
- Market consumption volume increased with a CAGR of 2.9% between 2019-24, reaching a total of 1,615.6 million units in 2024.
- The growth of the North American baby personal care market during 2019-24 was driven by the rise in household income. According to the Bureau of Economic Analysis, in 2024, the net disposable income per household in the US reached \$164,007.1, up 30.0% from 2019. This rise in income significantly enhanced affordability, prompting a clear shift in consumer behavior from traditional practices to modern, branded baby care solutions.

#### Scope

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

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

#### Reasons to Buy

- What was the size of the North America baby personal care market by value in 2024?
- What will be the size of the North America baby personal care market in 2029?
- What factors are affecting the strength of competition in the North America baby personal care market?
- How has the market performed over the last five years?
- How large is North America's baby personal care market in relation to its regional counterparts?

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