

# Baby Personal Care in North America to 2013

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## Abstracts

### Introduction

This databook provides key data and information on the baby personal care market covering two countries in North America. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

\*Contains information on two categories: diapers and baby toiletries

\*Market, category and segment level information on value and volume with historic (2003-2008) and forecast (2009-2013) data

\*Category level company share as well as distribution share information for 2007 and 2008

\*Review of the top two companies within the baby personal care market, including company overview, key facts and business description

### Highlights

The market for baby personal care in North America increased at a compound annual growth rate of 1.1% between 2003 and 2008.

The diapers category led the baby personal care market in North America, accounting for a share of 84.5%.

The leading players in the North American baby personal care market include Kimberly-Clark Corporation, Procter & Gamble Company, The and Johnson & Johnson.

### **Reasons to Purchase**

\*Develop business strategies by understanding the quantitative trends within the baby personal care market in North America

\*Design effective marketing and sales strategies by identifying key market categories and segments

\*Identify key players within the market to plan lucrative M&A, partnerships and agreements

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

Summary market level: baby personal care

Summary category level: baby toiletries

Summary category level: diapers

### **CHAPTER 2 INTRODUCTION**

What is this report about?

How to use this report

Market definition

### **CHAPTER 3 OVERVIEW**

Value Analysis

Volume Analysis

### **CHAPTER 4 NORTH AMERICA BABY PERSONAL CARE - MARKET OVERVIEW**

Value analysis (US Dollar), 2003-08

Value analysis (US Dollar), 2008-13

Volume analysis, 2003-08

Volume analysis, 2008-13

Company share analysis

Distribution analysis

Expenditure and consumption per capita

### **CHAPTER 5 LEADING COMPANY PROFILES**

Kimberly-Clark Corporation

The Procter & Gamble Company

### **CHAPTER 6 CATEGORY ANALYSIS: BABY TOILETRIES**

Value analysis (US Dollar), 2003-08

Value analysis (US Dollar), 2008-13

Volume analysis, 2003-08

Volume analysis, 2008-13  
Company share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 7 CATEGORY ANALYSIS: DIAPERS**

Value analysis (US Dollar), 2003-08  
Value analysis (US Dollar), 2008-13  
Volume analysis, 2003-08  
Volume analysis, 2008-13  
Company share analysis  
Distribution analysis  
Expenditure and consumption per capita

## **CHAPTER 8 RESEARCH METHODOLOGY**

Methodology overview  
Secondary research  
Market modeling  
Creating an initial data model  
Revising the initial data model  
Creating a final estimate  
Creating demographic value splits  
Primary research  
Data finalization  
Ongoing research

## **CHAPTER 9 APPENDIX**

Future readings  
How to contact experts in your industry  
Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Baby personal care, North America, value by category (\$m), 2003-13

Figure 2: Baby personal care, North America, category growth comparison, by value, 2003-13

Figure 3: Baby personal care, North America, volume by category (units, million), 2003-13

Figure 4: Baby personal care, North America, category growth comparison, by volume, 2003-13

Figure 5: Baby personal care, North America, company share by value (%), 2007-08

Figure 6: Baby personal care, North America, distribution channels by value (%), 2007-08

Figure 7: Baby toiletries, North America, value by segment (\$m), 2003-13

Figure 8: Baby toiletries, North America, category growth comparison, by value, 2003-13

Figure 9: Baby toiletries, North America, volume by segment (units, million), 2003-13

Figure 10: Baby toiletries, North America, category growth comparison, by volume, 2003-13

Figure 11: Baby toiletries, North America, company share by value (%), 2007-08

Figure 12: Baby toiletries, North America, distribution channels by value (%), 2007-08

Figure 13: Diapers, North America, value by segment (\$m), 2003-13

Figure 14: Diapers, North America, category growth comparison, by value, 2003-13

Figure 15: Diapers, North America, volume by segment (units, million), 2003-13

Figure 16: Diapers, North America, category growth comparison, by volume, 2003-13

Figure 17: Diapers, North America, company share by value (%), 2007-08

Figure 18: Diapers, North America, distribution channels by value (%), 2007-08

Figure 19: Annual data review process

## List Of Tables

### LIST OF TABLES

Table 1: Baby personal care category definitions

Table 2: Baby personal care distribution channels

Table 3: North America baby personal care value (country-wise), 2003-08 (\$m)

Table 4: North America baby personal care value (country-wise) forecast, 2008-13 (\$m)

Table 5: North America baby personal care volume (country-wise), 2003-08 (units, million)

Table 6: North America baby personal care volume (country-wise) forecast, 2008-13 (units, million)

Table 7: Baby personal care, North America, value by category (\$m), 2003-08

Table 8: Baby personal care, North America, value forecast by category (\$m), 2008-13

Table 9: Baby personal care, North America, volume by category (units, million), 2003-08

Table 10: Baby personal care, North America, volume forecast by category (units, million), 2008-13

Table 11: Baby personal care, North America, company share by value (%), 2007-08

Table 12: Baby personal care, North America, value by company (\$m), 2007-08

Table 13: Baby personal care, North America, distribution channels by value (%), 2007-08

Table 14: Baby personal care, North America, value by distribution channel (\$m), 2007-08

Table 15: Baby personal care, North America, expenditure per capita (\$), 2003-08

Table 16: Baby personal care, North America, forecast expenditure per capita (\$), 2008-13

Table 17: Baby personal care, North America, consumption per capita (units), 2003-08

Table 18: Baby personal care, North America, forecast consumption per capita (units), 2008-13

Table 19: Kimberly-Clark Corporation key facts

Table 20: The Procter & Gamble Company key facts

Table 21: Baby toiletries, North America, value by segment (\$m), 2003-08

Table 22: Baby toiletries, North America, value forecast by segment (\$m), 2008-13

Table 23: Baby toiletries, North America, volume by segment (units, million), 2003-08

Table 24: Baby toiletries, North America, volume forecast by segment (units, million), 2008-13

Table 25: Baby toiletries, North America, company share by value (%), 2007-08

Table 26: Baby toiletries, North America, value by company (\$m), 2007-08

- Table 27: Baby toiletries, North America, distribution channels by value (%), 2007-08
- Table 28: Baby toiletries, North America, value by distribution channel (\$m), 2007-08
- Table 29: Baby toiletries, North America, expenditure per capita (\$), 2003-08
- Table 30: Baby toiletries, North America, forecast expenditure per capita (\$), 2008-13
- Table 31: Baby toiletries, North America, consumption per capita (units), 2003-08
- Table 32: Baby toiletries, North America, forecast consumption per capita (units), 2008-13
- Table 33: Diapers, North America, value by segment (\$m), 2003-08
- Table 34: Diapers, North America, value forecast by segment (\$m), 2008-13
- Table 35: Diapers, North America, volume by segment (units, million), 2003-08
- Table 36: Diapers, North America, volume forecast by segment (units, million), 2008-13
- Table 37: Diapers, North America, company share by value (%), 2007-08
- Table 38: Diapers, North America, value by company (\$m), 2007-08
- Table 39: Diapers, North America, distribution channels by value (%), 2007-08
- Table 40: Diapers, North America, value by distribution channel (\$m), 2007-08
- Table 41: Diapers, North America, expenditure per capita (\$), 2003-08
- Table 42: Diapers, North America, forecast expenditure per capita (\$), 2008-13
- Table 43: Diapers, North America, consumption per capita (units), 2003-08
- Table 44: Diapers, North America, forecast consumption per capita (units), 2008-13

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