

Global Baby Powder Market Size study, by Product Outlook (Talc-based, Talc-free) by Distribution Channel Outlook (Online, Offline) and Regional Forecasts 2021-2027

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Abstracts

Global Baby Powder Market is valued approximately USD XX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2021-2027. Baby Powder is used to prevent diaper rash and for cosmetic uses. It may be composed of talc or corn starch. This product also contains additional ingredients such as fragrances. Baby powder can also be used as a dry shampoo, cleaning agent and freshener. The increasing innovation and new products launches is driving the growth for the baby powder market for the forecasted period. For example: in 2019, MyGlamm launches 80 products under the name baby chakra brand. Also, rising demand for e-commerce channels is shifting consumer preference towards the purchase of personal care products which leads to the adoption & demand for Baby Powder is likely to increase the market growth during the forecast period. However, the powder causes chronic respiratory problems which impedes the growth of the market over the forecast period of 2021-2027.

The key regions considered for the global Baby Powder market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world in terms of market share owing to the high awareness among parents about the healthcare of their children which is rising the demand for the baby powder market in the region for the forecasted period. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate / CAGR over the forecast period 2021-2027. Factors such as rising disposable income, increase in mortality rate would create lucrative growth prospects for the Baby Powder market across Asia-Pacific region.

Major market player included in this report are:

KCWW

Johnson & Johnson Services, Inc.

PROCTER & GAMBLE,

Unilever

Chicco

Burt's Bees

The Himalaya Drug Company

Beiersdorf AG

California Baby

Prestige Consumer Healthcare Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Outlook:

Talc-based

Talc-free

By Distribution Channel Outlook:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Baby Powder Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
 - 1.2.1. Baby Powder Market, by Region, 2019-2027 (USD Billion)
 - 1.2.2. Baby Powder Market, by Product Outlook, 2019-2027 (USD Billion)
 - 1.2.3. Baby Powder Market, by Distribution Channel Outlook, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL BABY POWDER MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL BABY POWDER MARKET DYNAMICS

- 3.1. Baby Powder Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing product innovation
 - 3.1.2. Market Challenges
 - 3.1.2.1. Increase the chances of chronic respiratory problems
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Increasing demand of e-commerce channel

CHAPTER 4. GLOBAL BABY POWDER MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes

- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 market scenario

CHAPTER 6. GLOBAL BABY POWDER MARKET, BY PRODUCT OUTLOOK

- 6.1. Market Snapshot
- 6.2. Global Baby Powder Market by Product Outlook, Performance - Potential Analysis
- 6.3. Global Baby Powder Market Estimates & Forecasts by Product Outlook 2018-2027 (USD Billion)
- 6.4. Baby Powder Market, Sub Segment Analysis
 - 6.4.1. Talc-based
 - 6.4.2. Talc-free

CHAPTER 7. GLOBAL BABY POWDER MARKET, BY DISTRIBUTION CHANNEL OUTLOOK

- 7.1. Market Snapshot
- 7.2. Global Baby Powder Market by Distribution Channel Outlook, Performance - Potential Analysis
- 7.3. Global Baby Powder Market Estimates & Forecasts by Distribution Channel Outlook 2018-2027 (USD Billion)
- 7.4. Baby Powder Market, Sub Segment Analysis
 - 7.4.1. Online
 - 7.4.2. Offline

CHAPTER 8. GLOBAL BABY POWDER MARKET, REGIONAL ANALYSIS

- 8.1. Baby Powder Market, Regional Market Snapshot
- 8.2. North America Baby Powder Market
 - 8.2.1. U.S. Baby Powder Market
 - 8.2.1.1. Product Outlook breakdown estimates & forecasts, 2018-2027
 - 8.2.1.2. Distribution Channel Outlook breakdown estimates & forecasts, 2018-2027
 - 8.2.2. Canada Baby Powder Market
- 8.3. Europe Baby Powder Market Snapshot
 - 8.3.1. U.K. Baby Powder Market
 - 8.3.2. Germany Baby Powder Market
 - 8.3.3. France Baby Powder Market
 - 8.3.4. Spain Baby Powder Market
 - 8.3.5. Italy Baby Powder Market
 - 8.3.6. Rest of Europe Baby Powder Market
- 8.4. Asia-Pacific Baby Powder Market Snapshot
 - 8.4.1. China Baby Powder Market
 - 8.4.2. India Baby Powder Market
 - 8.4.3. Japan Baby Powder Market
 - 8.4.4. Australia Baby Powder Market
 - 8.4.5. South Korea Baby Powder Market
 - 8.4.6. Rest of Asia Pacific Baby Powder Market
- 8.5. Latin America Baby Powder Market Snapshot
 - 8.5.1. Brazil Baby Powder Market
 - 8.5.2. Mexico Baby Powder Market
- 8.6. Rest of The World Baby Powder Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Top Market Strategies
- 9.2. Company Profiles
 - 9.2.1. KCWW
 - 9.2.1.1. Key Information
 - 9.2.1.2. Overview
 - 9.2.1.3. Financial (Subject to Data Availability)
 - 9.2.1.4. Product Summary
 - 9.2.1.5. Recent Developments
 - 9.2.2. Johnson & Johnson Services, Inc.
 - 9.2.3. PROCTER & GAMBLE,

- 9.2.4. Unilever
- 9.2.5. Chicco
- 9.2.6. Burt's Bees
- 9.2.7. The Himalaya Drug Company
- 9.2.8. Beiersdorf AG
- 9.2.9. California Baby
- 9.2.10. Prestige Consumer Healthcare Inc.

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Baby Powder market, report scope

TABLE 2. Global Baby Powder market estimates & forecasts by Region 2018-2027 (USD Billion)

TABLE 3. Global Baby Powder market estimates & forecasts by Product Outlook 2018-2027 (USD Billion)

TABLE 4. Global Baby Powder market estimates & forecasts by Distribution Channel Outlook 2018-2027 (USD Billion)

TABLE 5. Global Baby Powder market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 6. Global Baby Powder market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 7. Global Baby Powder market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 8. Global Baby Powder market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 9. Global Baby Powder market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 10. Global Baby Powder market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 11. Global Baby Powder market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 12. Global Baby Powder market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 13. Global Baby Powder market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 14. Global Baby Powder market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 15. U.S. Baby Powder market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 16. U.S. Baby Powder market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 17. U.S. Baby Powder market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 18. Canada Baby Powder market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 19. Canada Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 20. Canada Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 21. UK Baby Powder market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 22. UK Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 23. UK Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 24. Germany Baby Powder market estimates & forecasts, 2018-2027 (USD

Billion)

TABLE 25. Germany Baby Powder market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 26. Germany Baby Powder market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 27. RoE Baby Powder market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 28. RoE Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 29. RoE Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 30. China Baby Powder market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 31. China Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 32. China Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 33. India Baby Powder market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 34. India Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 35. India Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 36. Japan Baby Powder market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 37. Japan Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 38. Japan Baby Powder market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 39. RoAPAC Baby Powder market estimates & forecasts, 2018-2027 (USD

Billion)

TABLE 40. RoAPAC Baby Powder market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 41. RoAPAC Baby Powder market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 42. Brazil Baby Powder market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 43. Brazil Baby Powder market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 44. Brazil Baby Powder market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 45. Mexico Baby Powder market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 46. Mexico Baby Powder market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 47. Mexico Baby Powder market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 48. RoLA Baby Powder market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 49. RoLA Baby Powder market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 50. RoLA Baby Powder market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 51. Row Baby Powder market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 52. Row Baby Powder market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 53. Row Baby Powder market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 54. List of secondary sources, used in the study of global Baby Powder market

TABLE 55. List of primary sources, used in the study of global Baby Powder market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Baby Powder market, research methodology
- FIG 2. Global Baby Powder market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Baby Powder market, key trends 2020
- FIG 5. Global Baby Powder market, growth prospects 2021-2027
- FIG 6. Global Baby Powder market, porters 5 force model
- FIG 7. Global Baby Powder market, pest analysis
- FIG 8. Global Baby Powder market, value chain analysis
- FIG 9. Global Baby Powder market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Baby Powder market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Baby Powder market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Baby Powder market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Baby Powder market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Baby Powder market, regional snapshot 2018 & 2027
- FIG 15. North America Baby Powder market 2018 & 2027 (USD Billion)
- FIG 16. Europe Baby Powder market 2018 & 2027 (USD Billion)
- FIG 17. Asia pacific Baby Powder market 2018 & 2027 (USD Billion)
- FIG 18. Latin America Baby Powder market 2018 & 2027 (USD Billion)
- FIG 19. Global Baby Powder market, company market share analysis (2020)

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