

Global Baby Toiletries Market Size study & Forecast, by Product Type (Skin Care Products, Hair Care Products, Diapers, Baby Wipes, and Other Toiletries), End User (New borne, Infants, and Toddlers), and Mode of Sale (Offline and Online), and Regional Analysis, 2023-2030

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Abstracts

Global Baby Toiletries Market is valued approximately at USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Baby toiletries encompass a comprehensive range of essential products designed to cater to the hygiene and safety needs of infants and toddlers. The market offers a diverse array of baby care items, including but not limited to baby bath products, body care essentials, baby diapers, and wipes.

The projected expansion of the baby toiletries market in the forecast period is anticipated to be driven by several key factors. The increasing parental emphasis on hygiene and safety for toddlers is a significant contributor to this growth. Additionally, the global rise in the number of working women and the subsequent increase in disposable income are expected to fuel the market expansion. Furthermore, the widespread adoption of various baby care products globally, including but not limited to shampoo, wipes, diapers, oil, soap, and toothpaste, is poised to provide additional support to the growth trajectory of the baby toiletries market. As per Statista, the female labor force participation rate in India experienced a year-on-year increase of one percentage point (+4.35 percent) compared to the previous year, reaching a total rate of 23.97 percent in 2022. Also, there is a noticeable increase in the birth rate across various regions, particularly in the Asia Pacific. As per the 2022 data from the National Bureau of Statistics of China, the birth rate in China reached 6.77 thousand. While

traditional physical distribution channels like hypermarkets and baby stores continue to be significant revenue contributors to various baby carrier products, there is an anticipated substantial growth in the market share of e-commerce channels for baby care products. This shift is driven by the expanding e-commerce market, propelled by an increase in disposable income. Notably, emerging online platforms such as Cetaphil, The Mom and Co., Softsens, among others, are introducing new products to meet consumer demands. For instance, in June 2023, Plum, a vegan Indian beauty brand, entered the baby care products segment by launching items such as baby lotion, body wash, baby shampoo, and massage oil. However, occurrence of dangerous chemicals stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Baby Toiletries Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. The baby toiletries market is led by North America, primarily driven by an increasing demand for chemically clean baby care products and toiletries. The presence of major key players further contributes to the market's dominance in this region throughout the forecast period. Meanwhile, the Asia-Pacific region is anticipated to experience fastest growth in the baby toiletries market, attributed to a shifting consumer perspective towards prioritizing baby health and hygiene. Additionally, the improving living standards in advancing economies are expected to further propel the growth of the baby toiletries market in the region in the forthcoming years.

Major market player included in this report are:

SCA Hygiene

Johnson & Johnson Consumer Inc.

Procter & Gamble

Kimberly-Clark Corporation

Artsana S.p.A.

Beiersdorf AG

Burt's Bees, Inc.

California Baby, Inc.

Aveeno

Cotton Babies, Inc.

Recent Developments in the Market:

In March 2023, Kimberly-Clark reintroduced Huggies Complete Comfort baby diapers in the Indian market, emphasizing a 5-in-1 comfort approach for infants, focusing on attributes such as softness and absorption.

In October 2022, R for Rabbit unveiled a novel baby care line, Pure & Beyond, encompassing various products like baby creams, lotions, soaps, body washes, shampoos, powders, and oils, all crafted with plant-based ingredients. The company emphasizes the natural composition of its offerings.

In April 2022, Sanosan, a premium baby skincare brand, launched a baby cleansing range featuring products such as baby bath & shampoo, baby soap, and wash foam. These products are enriched with hydrolyzed milk protein and organic olive extract, underlining their commitment to quality ingredients.

Global Baby Toiletries Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Product Type, End-user, Mode of sale, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's

working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Type:

Skin Care Products

Hair Care Products

Baby Diapers

Baby Wipes

Others

By End-user:

New Borne

Infants

Toddlers

By Mode of Sale:

Offline

Online

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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