

# Global Baby Powder Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/BDB427C7064BEN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: BDB427C7064BEN

## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Baby Powder market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China Baby Powder market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Baby powder is a talcum powder or cornstarch-based powder that is commonly used to absorb moisture and reduce friction on the baby's skin. It is used to keep the baby's skin dry and prevent diaper rash. It can be applied to the baby's bottom, underarms, and anywhere where moisture is likely to accumulate. However, due to concerns about potential health risks associated with talcum powder, many parents now prefer to use cornstarch-based baby powder.

The major global manufacturers of Baby Powder include Johnson & Johnson, Beiersdorf, Bausch Health, Pigeon, Naterra International, Desitin (Pfizer), Church & Dwight, Prestige Consumer Healthcare, Gerber (Nestl?), Jahwa, Chicmax, Goodbaby International, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a

moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Baby Powder. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Baby Powder market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Baby Powder market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Baby Powder industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Baby Powder Include:

Johnson & Johnson

Beiersdorf

Bausch Health

Pigeon

Naterra International

Desitin (Pfizer)

Church & Dwight

Prestige Consumer Healthcare

Gerber (Nestl?)

Jahwa

Chicmax

Goodbaby International

Baby Powder Product Segment Include:

Talc-Based

Cornstarch-Based

Others

Baby Powder Product Application Include:

Online Sales

Offline Sales

## **Chapter Scope**

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