

Baby and Child-Specific Products in Colombia

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Abstracts

As the economy is progressing, with expected 3% real GDP growth in 2019, and the purchasing power of consumers is growing, the baby and child-specific products category is anticipated to perform well. Parents typically continue to make child-related purchases regardless of negative economic conditions. Baby care sales are being shaped by increasing parental concerns about harsh chemicals in baby care products. Parents in the past frequently based their purchases on word of mouth, but they have b...

Euromonitor International's Baby and Child-specific Products in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2023 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Baby and Child-specific Products market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Prospects

Better Informed Parents Support Sales

Baby and Child-specific Sun Care and Skin Care See New Players in Dermo-cosmetics

Natural/organic Offerings Gain Visibility

Competitive Landscape

Johnson & Johnson Colombia Leads Baby and Child-specific Products

Belleza Express SA Sees Growth in Share

Distribution of Baby and Child-specific Products Is Changing

Category Data

Table 1 Sales of Baby and Child-specific Products by Category: Value 2013-2018

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2013-2018

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2013-2018

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2014-2018

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2015-2018

Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2015-2018

Table 7 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2015-2018

Table 8 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2015-2018

Table 9 Forecast Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 10 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 11 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Executive Summary

Beauty and Personal Care Continues To See Growth in 2018

Retailers Launch New Private Label Beauty and Personal Care Products

Demand for Natural Products Increases Across All Categories

100% Colombian, 100% Vegan Offering

A Positive Performance Is Expected Over the Forecast Period

Market Data

Table 12 Sales of Beauty and Personal Care by Category: Value 2013-2018

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2013-2018

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2014-2018

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2014-2018

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2015-2018

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2013-2018

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2013-2018

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2018

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Sources

Summary 1 Research Sources

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