

Baby and Child-Specific Products in Dominican Republic

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Abstracts

Baby and child-specific products in the Dominican Republic is led by Johnson's Baby distributed by Johnson & Johnson Dominicana CxA. In 2023, this brand saw increasing pressure from lower-priced brands that were more attractive to frugal-minded consumers. Tougher competition urged Johnson's Baby to focus on a differentiation strategy, resulting in the reformulation of its products, reporting claims such as "new purer and more delicate," emphasising its softer formula without colourants, parabens...

Euromonitor International's Baby and Child-specific Products in Dominican Republic report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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April 2024

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