

# Baby and Child-Specific Products in Egypt

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## Abstracts

Major multinational player, Johnson & Johnson, has a well-established presence in the Egyptian market, which it has built over many years. The brand has gained high levels of consumer trust, which is particularly important in the area of baby and child-specific products, with parents not willing to take risks with the safety or quality of products for their children. As a result, Johnson & Johnson remains the leading brand in the baby and child-specific products category in Egypt.

Euromonitor International's Baby and Child-specific Products in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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

### BABY AND CHILD-SPECIFIC PRODUCTS IN EGYPT

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Johnson & Johnson is the leading brand in Egypt

Pendulin is competing strongly

Consumers are price sensitive

#### PROSPECTS AND OPPORTUNITIES

E-commerce might boom

Ongoing pressures on consumer purchasing power

Premium products will remain essential for some parents

#### CATEGORY DATA

Table 1 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 7 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 8 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 9 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 10 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

### BEAUTY AND PERSONAL CARE IN EGYPT

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 11 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 12 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 13 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 14 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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