

# Baby and Child-Specific Products in Iran

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## Abstracts

The population aged 0-11 was estimated to be more than 15,700,000 in 2016, below 20% of the total population. This implies a relatively strong consumer base for baby and child-specific products. Nevertheless, total value generated in this category remained very low mainly because of the low level of awareness and shopper preference being limited to basic offerings. In addition, the birth rate continued to decline as many young couples prefer to have no children or only one child despite governme...

Euromonitor International's Baby and Child-specific Products in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 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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