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Baby Care in Austria

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Abstracts

A declining birth rate did not lead to a decline in baby care sales in 2010, as parents continued to pamper their babies, leading to a 2% increase in value terms in that year, to €24 million. Parents know that baby skin is more sensitive than adult skin, and does not produce all the necessary lipids to protect the skin fully. Therefore, baby skin and hair tends to be drier and requires products with a neutral pH-value of around pH5.5.

Euromonitor International's Baby Care in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2006-2010, allowing you to identify the sectors driving growth. Forecasts to 2015 illustrate how the market is set to change.

Product coverage: Baby Hair Care, Baby Skin Care, Baby Sun Care, Baby Toiletries, Medicated Baby Care, 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 Care 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.

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Euromonitor International has over 30 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 and Sydney and a network of over 600 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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