

# Baby Care in Germany

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## Abstracts

Baby care sales continued to grow in Germany towards the end of the review period despite ongoing decline in the country's already low birth rate. The birth rate declined from 8.3 births per 1,000 people in 2005 to just 7.6 new-borns per 1,000 people in 2010. Despite this, overall baby care saw 1% current value growth 2010 over the previous year, with baby hair care and baby bath seeing volume growth and baby skin care maintaining steady volume sales. The main reason for baby care's ongoing...

Euromonitor International's Baby Care in Germany 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.

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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Maturity and Economic Downturn Hinder Review Period Sales Growth

Private Label Ranges Continue To Gain Share in 2010

Handful of Strong Multinationals Lead Sales in 2010

Internet Retailing Sees Strong Growth

Slow Growth Predicted Over the Forecast Period

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