

Baby Care in Ireland

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Abstracts

Value sales in baby care remained flat in 2010, despite the continued increase in birth rates, which, according to CSO statistics, currently stands at 17 per 1,000 of population, up from 14.4 per 1,000 in 2000. Value growth rates have been in decline in 2009 as recessionary conditions began to affect Ireland and consumers quickly became more price conscious. Consumers continue to actively seek better value for money and discounted prices.

Euromonitor International's Baby Care in Ireland 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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