

# Baby and Child-Specific Products in Germany

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## Abstracts

Retail current value sales of baby and child-specific products continued to grow in Germany in 2022, thanks to a steady rise in volume sales and an inflationary price push. As observed in other categories, baby and child-specific products also showed the effects of inflation, with some of the leading brands increasing prices higher than the rate of inflation. Higher unit prices were the result of rising production costs faced by manufacturers.

Euromonitor International's Baby and Child-specific Products 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 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 GERMANY

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Growth momentum continues in 2022

Baby dermocosmetics hold a strong position

Baby and child-specific sun care sees the most dynamic performance

#### PROSPECTS AND OPPORTUNITIES

Low birth rate is the biggest threat to growth

Higher impact from older children and teenagers

Baby and child-specific sun care set to continue to see the most dynamic growth

#### 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 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

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

Table 10 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 11 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

### BEAUTY AND PERSONAL CARE IN GERMANY

#### 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 12 Sales of Beauty and Personal Care by Category: Value 2017-2022  
Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022  
Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022  
Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022  
Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022  
Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022  
Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027  
Table 21 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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