

# Baby and Child-Specific Products in the Philippines

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## Abstracts

Baby and child-specific products saw strong growth in current value and retail volume terms in 2022 with sales having picked up in response to the easing of COVID-19 restrictions and the return to more active lifestyles. The pandemic not only caused parents to exercise caution in terms of their children's hygiene but it also caused some to reflect on their purchasing decisions and the products they use on their kids. This has benefited sales of baby and child-specific products with parents showi...

Euromonitor International's Baby and Child-specific Products in Philippines 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.

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Despite declining birth rates, the market has strong growth potential due to increasing disposable income

Competitive landscape remains relatively consolidated due to faith placed in trusted brands

Income disparity influences demand with products and packaging tailored to meet different audiences

#### PROSPECTS AND OPPORTUNITIES

Baby and child-specific products has potential to expand from new products with natural ingredients to baby cologne and beyond

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