

# Baby and Child-Specific Products in Russia

<https://marketpublishers.com/r/BA8C058C72EEN.html>

Date: April 2021

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: BA8C058C72EEN

## Abstracts

In 2020, value sales of baby and child-specific products rose to 5%, compared to growth of 3% in 2019, driven by high sales of baby wipes and nappy (diaper) rash treatment. Stockpiling behaviour was noted in Russia during Q1 of 2020, driven by the fear that if consumers caught the virus or had to self-isolate, they would run low on supplies. In addition, some consumers were concerned that the outbreak of the virus would impact supply chains in stores and therefore chose to stockpile essential go...

Euromonitor International's Baby and Child-specific Products in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, allowing you to identify the sectors driving growth. Forecasts to 2025 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 RUSSIA

#### KEY DATA FINDINGS

##### 2020 IMPACT

Stockpiling boosts sales, however, only baby wipes and nappy (diaper) rash treatment record growth

Baby and child-specific sun care products suffer, as lockdown limits holiday occasions

Johnson & Johnson leads the landscape, however, share is lost to cheaper alternatives

#### RECOVERY AND OPPORTUNITIES

The economic recession continues to impact consumers buying habits

Declining birth rates force players to expand into older children's products

COVID-19 boosts the health trend, creating opportunity for natural products

#### CATEGORY DATA

Table 1 Sales of Baby and Child-specific Products by Category: Value 2015-2020

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2015-2020

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2015-2020

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2016-2020

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2017-2020

Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2017-2020

Table 7 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2017-2020

Table 8 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2017-2020

Table 9 Forecast Sales of Baby and Child-specific Products by Category: Value 2020-2025

Table 10 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2020-2025

Table 11 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2020-2025

### BEAUTY AND PERSONAL CARE IN RUSSIA

#### EXECUTIVE SUMMARY

COVID-19 impact on beauty and personal care

COVID-19 country impact

Company response

Retailing shift

What next for beauty and personal care?

CHART 1 Beauty and Personal Care Value Sales Growth Scenarios: 2018-2025

CHART 2 Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2017-2025

#### MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2015-2020

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2015-2020

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2016-2020

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2016-2020

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2017-2020

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2015-2020

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2015-2020

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2020

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2020-2025

Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2020-2025

#### GLOBAL MACROECONOMIC ENVIRONMENT

#### GLOBAL INDUSTRY ENVIRONMENT

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Baby and Child-Specific Products in Russia

Product link: <https://marketpublishers.com/r/BA8C058C72EEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BA8C058C72EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970