

# **Baby Powder Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032**

<https://marketpublishers.com/r/B90BF40EF125EN.html>

Date: October 2024

Pages: 120

Price: US\$ 4,365.00 (Single User License)

ID: B90BF40EF125EN

## **Abstracts**

The Global Baby Powder Market was valued at USD 1.3 billion in 2023 and is projected to grow at 5.4% CAGR from 2024 to 2032. Rising birth rates in regions such as Asia Pacific, Africa, and Latin America are fueling the demand for baby care products, including baby powder. Limited access to family planning services in these areas often leads to larger families, driven by traditional beliefs that associate having more children with prosperity and security for the future. Additionally, improved healthcare and better maternal and infant care access have contributed to increased infant survival rates. The market is segmented into two primary product types: talc-based and talc-free.

The talc-free segment currently dominates the industry, generating approximately USD 860.5 million in revenue in 2023, and is expected to maintain a CAGR of 5.4% throughout the forecast period. This growth can be attributed to heightened consumer health concerns, increased regulatory scrutiny, and evolving market dynamics. Growing awareness of potential health risks associated with talc-based products drives the preference for talc-free alternatives, reinforcing their market leadership. Regarding distribution channels, the baby powder market is divided into online and offline segments.

The offline segment commands a substantial share, accounting for around 77.6% of the market. It is projected to grow at a CAGR of 5.3% over the coming years. Despite the rise of e-commerce, offline sales continue to dominate the baby care market, including baby powder, due to the personal nature of purchasing baby products. North America accounted for approximately 25.1% of the baby powder market share in 2023 and is expected to grow at a CAGR of 5.2% during the forecast period.

This growth is driven by heightened consumer awareness of baby hygiene, an

increasing preference for natural and organic baby care products, and a transition toward talc-free options. Changing demographic trends and shifts in purchasing behaviors reflect the growing health-conscious mindset of parents in the region, emphasizing the importance of maintaining proper hygiene for their infants. In conclusion, the global baby powder market is poised for substantial growth, driven by rising birth rates in key regions and evolving consumer preferences towards healthier, safer products. With a continued focus on quality and safety, the market is expected to thrive in the coming years, catering to the diverse needs of parents worldwide.

## Contents

### Report Content

#### **CHAPTER 1 METHODOLOGY & SCOPE**

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources

#### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Industry 360° synopsis, 2021-2032

#### **CHAPTER 3 INDUSTRY INSIGHTS**

- 3.1 Industry ecosystem analysis
  - 3.1.1 Factor affecting the value chain
  - 3.1.2 Profit margin analysis
  - 3.1.3 Disruptions
  - 3.1.4 Future outlook
  - 3.1.5 Manufacturers
  - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Technological overview
- 3.5 Key news & initiatives
- 3.6 Regulatory landscape
- 3.7 Impact forces
  - 3.7.1 Growth drivers
    - 3.7.1.1 Rising birth rates in developing regions
    - 3.7.1.2 Growing awareness of baby hygiene
    - 3.7.1.3 Expansion of e-commerce
  - 3.7.2 Industry pitfalls & challenges

- 3.7.2.1 Health concerns regarding talc-based products
- 3.7.2.2 Stringent regulations
- 3.8 Growth potential analysis
- 3.9 Porter's analysis
- 3.10 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2023**

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

## **CHAPTER 5 MARKET ESTIMATES & FORECAST, BY TYPE, 2021-2032 (USD MILLION)**

- 5.1 Key trends
- 5.2 Talc-based
- 5.3 Talc-free

## **CHAPTER 6 MARKET ESTIMATES & FORECAST, BY PACK SIZE, 2021-2032 (USD MILLION)**

- 6.1 Key trends
- 6.2 Below 100 gm
- 6.3 100 gm - 500gm
- 6.4 Above 500gm

## **CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PRICE, 2021-2032 (USD MILLION)**

- 7.1 Key trends
- 7.2 Low
- 7.3 Medium
- 7.4 High

## **CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD MILLION)**

8.1 Key trends

8.2 Online

8.3 Offline

## **CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD MILLION)**

9.1 Key trends

9.2 North America

9.2.1 U.S.

9.2.2 Canada

9.3 Europe

9.3.1 UK

9.3.2 Germany

9.3.3 France

9.3.4 Italy

9.3.5 Spain

9.3.6 Russia

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 South Korea

9.4.5 Australia

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.6 MEA

9.6.1 South Africa

9.6.2 Saudi Arabia

9.6.3 UAE

## **CHAPTER 10 COMPANY PROFILES**

10.1 Baby Forest

10.2 California Baby

10.3 Chicco

10.4 Church & Dwight

10.5 Clorox

- 10.6 Cooney Medical
- 10.7 GLUKi Organics
- 10.8 Himalaya Wellness
- 10.9 Johnson & Johnson
- 10.10 Kimberly-Clark
- 10.11 Mee Mee
- 10.12 Pigeon
- 10.13 Prestige Consumer Healthcare
- 10.14 Procter & Gamble
- 10.15 PZ Cussons
- 10.16 Sebapharma

## I would like to order

Product name: Baby Powder Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

Product link: <https://marketpublishers.com/r/B90BF40EF125EN.html>

Price: US\$ 4,365.00 (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/B90BF40EF125EN.html>