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Baby Care Products Market Size, Share & Trends Analysis Report By Product (Baby Skin Care, Baby Toiletries/Hair Care), By Distribution Channel (Hypermarket & Supermarket, Specialty Store), By Region, And Segment Forecasts, 2021 - 2028

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Abstracts

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Baby Care Products Market Growth & Trends

The global baby care products market size is expected to reach USD 25.4 billion by 2028, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 4.3% from 2021 to 2028. The shifting consumer preferences toward high-quality and clean-label baby care products are likely to fuel the market growth. The demand for baby care products has been on the rise due to the evolving preferences for premium and specialized baby care products for grooming infants.

Rising concerns related to baby skin conditions such as skin irritation, redness, and diaper rashes are driving the popularity of chemical and synthetic-free baby care products. The shifting focus towards cruelty-free and minimal ingredients-based products owing to the increasing concerns related to waste disposal is expected to have a positive impact on the market growth.

The baby toiletries/hair care product segment dominated the market in 2020 and is expected to maintain its lead over the forecast period. Organic shampoos and conditioners are an emerging trend in the market as they are known for their anti-bacterial properties and contain herbal ingredients, such as aloevera and essential oils. The increasing participation of women in the workforce, growing independence, and

spending capacity are impacting the market growth positively.

The hypermarket and supermarket distribution channels held the largest revenue share in 2020. These stores provide dedicated shelf spaces that offer a range of baby care products. The increase in the penetration of major supermarkets and hypermarkets across the globe is gaining traction among the consumers and compelling them to purchase baby care products, which is expected to provide significant growth opportunities in the upcoming years. The market is consolidated with the presence of a large number of international players and a few regional players.

Baby Care Products Market Report Highlights

Asia Pacific merged as the dominant regional market in 2020. The increasing penetration of international brands such as Johnson & Johnson Consumer Inc. and Kimberly-Clark owing to the rising demand for premium and high-quality baby care products is driving the market in the region

By product, the baby skin care segment is projected to register the fastest CAGR of 5.1% from 2021 to 2028 owing to the growing popularity of baby moisturizers containing cocoa butter, aloevera, and coconut oils due to their benefits offered to the infant's delicate skin

The online distribution channel segment is expected to witness significant growth during the forecast period owing to a shift in consumers' shopping behavior, increased brand accessibility, and growing level of comfort associated with online shopping

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