

# **Organic Baby Shampoo Market Size, Share & Trends Analysis Report By Distribution Channel (Hypermarkets, Pharmacy & Drug Store, E-commerce), By Region, And Segment Forecasts, 2020 - 2027**

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## **Abstracts**

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### **Organic Baby Shampoo Market Growth & Trends**

The global organic baby shampoo market size is anticipated to reach USD 829.3 million by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 6.8% from 2020 to 2027. Rising consciousness among parents regarding baby care products and safety issues related to children's skin and hair care, such as scalp infection, tangles, and knots, has been driving the market.

In 2016, according to a survey conducted by the Organic Trade Association on 1,200 consumers with at least one child in U.S., more than a one third of the parents claim they make organic choices for their baby. Increasing awareness among consumers has led to the availability of these products in various stores, including hypermarkets, departmental stores, and pharmacies across the world. Millennial parents have been one of the prominent buyers of organic baby shampoo, which, in turn, widens the scope of the market.

One of market triggers is the gradual move of the consumers towards organic, sustainability, and green ingredients in all major personal care products. People are increasingly becoming aware of organically derived ingredients as they consist of bioactive extracts and essential oils, which provide nourishment to skin without any side effects.

Enthused by the market growth, many new companies are entering in the baby care products segment with innovative consumer engagements. For example, EcoCentric Mom is a startup that offers a wide range of products, including shampoo products, for the sensitive skin of babies, which consist of organic and natural ingredients, cruelty-free, nontoxic, dairy and gluten-free, and vegan materials. Additionally, the company provides subscription facility to consumers by offering customizable monthly boxes tailored for non-toxic and organic baby care products for both pre and post pregnancy care of the child.

By distribution channel, e-commerce distribution channel is the fastest growing channel. Online vendors offers a wide range of products, along with information regarding the ingredients and customers reviews, which is driving the segment. Moreover, many of the millennial parents are mostly working and prefer to reduce efforts by online shopping through popular websites, such as BabyCulture.in, MyBabyCart.com, Hopscotch.in, amazon.com, and Walmart.com. In addition, e-retailers opt out strategies such as content driven growth and contests approach on their websites to increase online traffic, which has been creating potential customers.

Asia Pacific is the fastest growing regional market for organic baby shampoo. The market growth is mainly attributed to factors such as increase in people's purchasing power, changing lifestyle, enhancing receptibility of organic products, and growing trend of online shopping.

### Organic Baby Shampoo Market Report Highlights

Asia Pasic is expected to emerge as the fastest CAGR of 7.1% from 2020 to 2027. Growing number of births, rapid urbanization, and preference for organic products among millennial parents are expected to drive the market in the region. China and India are among the top two countries witnessing the growth of organic baby shampoo products

The hypermarkets segment emerged as the largest distribution channel in 2019 and is expected to retain its pole position throughout the forecast period. Increasing availability of a wide number of organic baby shampoo in these stores is one of the main reasons driving the segment

Rising women workforce across the globe has been driving the demand for organic shampoo as mothers have become more conscious about the health

and hygiene of their children and are willing to pay a premium price for a valuable product

Companies with a strong brand image will build traction and will continue to enjoy a greater portion of the marketplace.

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