

# **Baby Oil Market by Product Type (Mustard Oil, Olive Oil, Almond Oil, Tea Tree Oil, and Others), Nature (Organic, Synthetic), Application (Hair Use, Body Use), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online Stores), and Region 2024-2032**

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## **Abstracts**

The global baby oil market size reached US\$ 2.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 4.8 Billion by 2032, exhibiting a growth rate (CAGR) of 5.6% during 2024-2032. The increasing parental concerns, the introduction of herbal and organic product variants, and rising expenditure capacities represent some of the key factors driving the market.

Baby oil is a clear, moisturizing liquid used to soothe and smooth delicate baby skin. It is made up of mineral oil containing a non-comedogenic ingredient that creates a barrier for the skin to lock-in moisture. It is commonly available in mustard, almond, tea tree and olive oil variants. Baby oil is mainly used for massaging the hair and body of babies as it assists in improving baby skin externally and internally. It also helps plump and smooth the skin by sealing in moisture all over the body to help treat diaper rash. Baby oil offers various advantages, such as strengthening the baby's bones and muscles and improving digestion, sleep, skin texture, and hair growth.

### **Baby Oil Market Trends:**

The increasing parental concerns for the well-being of babies across the globe is one of the key factors driving the market growth. Regular massage with baby oil keeps the child's skin delicate, smooth, and supple and prevents the skin from outer harm by making a defensive shield around baby's body. This has resulted in the widespread

product adoption, which, in turn, is favoring the market growth. Apart from this, the introduction of herbal and organic product variants manufactured using natural coconut oil and other herbal ingredients that helps in improving blood circulation in the body is providing an impetus to the market growth. Moreover, the widespread product adoption for massaging the hair of babies to stimulate the production of the feel-good hormone oxytocin, that aids in relaxing them, is facilitating the market growth. Along with this, the launch of vegan and hypoallergenic-friendly oils that help soothe the symptoms of an allergy and are also available in various fragrances is positively influencing the market growth. The market is also driven by the enhanced focus on baby hygiene among individuals and an overall increase in the demand for baby care products. Other factors, including the rising expenditure capacities of consumers, the easy product availability across e-commerce platforms, and increasing promotional activities, such as advertisement on social media platforms and celebrity endorsements, to expand the market reach, are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global baby oil market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on product type, nature, application, and distribution channel.

#### Product Type Insights:

Mustard Oil

Olive Oil

Almond Oil

Tea Tree Oil

Others

The report has provided a detailed breakup and analysis of the baby oil market based on the product type. This includes mustard, olive, almond, tea tree oil, and others. According to the report, almond oil represented the largest segment.

#### Nature Insights:

Organic

Synthetic

The report has provided a detailed breakup and analysis of the baby oil market based

on nature. This includes organic and synthetic. According to the report, organic represented the largest segment.

#### Application Insights:

Hair Use

Body Use

The report has provided a detailed breakup and analysis of the baby oil market based on the application. This includes hair and body use. According to the report, body use represented the largest segment.

#### Distribution Channel Insights:

Supermarkets and Hypermarkets

Convenience Stores

Specialty Stores

Online Stores

The report has provided a detailed breakup and analysis of the baby oil market based on the distribution channel. This includes supermarkets and hypermarkets, convenience, specialty, and online stores. According to the report, supermarkets and hypermarkets represent the largest segment.

#### Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for baby oil. Some of the factors driving the Asia Pacific baby oil market included rising consumer expenditure capacities, various product innovations, and the easy product availability across e-commerce platforms.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global baby oil market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Artsana S.p.A, Burt's Bees Inc. (The Clorox Company), California Baby, Dabur Ltd., Farlin-Global, Himalaya Wellness Company, Johnson & Johnson, Laboratoires Expanscience, Pigeon Corporation, Sebapharma GmbH & Co. KG, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global baby oil market performed so far and how will it perform in the coming years?  
What are the drivers, restraints, and opportunities in the global baby oil market?  
What are the key regional markets?  
Which countries represent the most attractive baby oil markets?  
What is the breakup of the market based on the product type?  
What is the breakup of the market based on nature?  
What is the breakup of the market based on the application?

What is the breakup of the market based on the distribution channel?

What is the competitive structure of the global baby oil market?

Who are the key players/companies in the global baby oil market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL BABY OIL MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Mustard Oil
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Olive Oil
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Almond Oil

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Tea Tree Oil
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Others
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast

## **7 MARKET BREAKUP BY NATURE**

- 7.1 Organic
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Synthetic
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY APPLICATION**

- 8.1 Hair Use
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Body Use
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast

## **9 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 9.1 Supermarkets and Hypermarkets
  - 9.1.1 Market Trends
  - 9.1.2 Market Forecast
- 9.2 Convenience Stores
  - 9.2.1 Market Trends
  - 9.2.2 Market Forecast
- 9.3 Specialty Stores
  - 9.3.1 Market Trends
  - 9.3.2 Market Forecast
- 9.4 Online Stores

9.4.1 Market Trends

9.4.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

### **10.1 North America**

#### **10.1.1 United States**

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

#### **10.1.2 Canada**

10.1.2.1 Market Trends

10.1.2.2 Market Forecast

### **10.2 Asia-Pacific**

#### **10.2.1 China**

10.2.1.1 Market Trends

10.2.1.2 Market Forecast

#### **10.2.2 Japan**

10.2.2.1 Market Trends

10.2.2.2 Market Forecast

#### **10.2.3 India**

10.2.3.1 Market Trends

10.2.3.2 Market Forecast

#### **10.2.4 South Korea**

10.2.4.1 Market Trends

10.2.4.2 Market Forecast

#### **10.2.5 Australia**

10.2.5.1 Market Trends

10.2.5.2 Market Forecast

#### **10.2.6 Indonesia**

10.2.6.1 Market Trends

10.2.6.2 Market Forecast

#### **10.2.7 Others**

10.2.7.1 Market Trends

10.2.7.2 Market Forecast

### **10.3 Europe**

#### **10.3.1 Germany**

10.3.1.1 Market Trends

10.3.1.2 Market Forecast

#### **10.3.2 France**

- 10.3.2.1 Market Trends
- 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
  - 10.3.3.1 Market Trends
  - 10.3.3.2 Market Forecast
- 10.3.4 Italy
  - 10.3.4.1 Market Trends
  - 10.3.4.2 Market Forecast
- 10.3.5 Spain
  - 10.3.5.1 Market Trends
  - 10.3.5.2 Market Forecast
- 10.3.6 Russia
  - 10.3.6.1 Market Trends
  - 10.3.6.2 Market Forecast
- 10.3.7 Others
  - 10.3.7.1 Market Trends
  - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Others
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
  - 10.5.1 Market Trends
  - 10.5.2 Market Breakup by Country
  - 10.5.3 Market Forecast

## **11 DRIVERS, RESTRAINTS, AND OPPORTUNITIES**

- 11.1 Overview
- 11.2 Drivers
- 11.3 Restraints
- 11.4 Opportunities

## **12 VALUE CHAIN ANALYSIS**

## **13 PORTERS FIVE FORCES ANALYSIS**

### 13.1 Overview

### 13.2 Bargaining Power of Buyers

### 13.3 Bargaining Power of Suppliers

### 13.4 Degree of Competition

### 13.5 Threat of New Entrants

### 13.6 Threat of Substitutes

## **14 PRICE ANALYSIS**

## **15 COMPETITIVE LANDSCAPE**

### 15.1 Market Structure

### 15.2 Key Players

### 15.3 Profiles of Key Players

#### 15.3.1 Artsana S.p.A.

##### 15.3.1.1 Company Overview

##### 15.3.1.2 Product Portfolio

#### 15.3.2 Burt's Bees Inc. (The Clorox Company)

##### 15.3.2.1 Company Overview

##### 15.3.2.2 Product Portfolio

#### 15.3.3 California Baby

##### 15.3.3.1 Company Overview

##### 15.3.3.2 Product Portfolio

#### 15.3.4 Dabur Ltd.

##### 15.3.4.1 Company Overview

##### 15.3.4.2 Product Portfolio

##### 15.3.4.3 Financials

##### 15.3.4.4 SWOT Analysis

#### 15.3.5 Farlin-Global

##### 15.3.5.1 Company Overview

##### 15.3.5.2 Product Portfolio

#### 15.3.6 Himalaya Wellness Company

##### 15.3.6.1 Company Overview

##### 15.3.6.2 Product Portfolio

#### 15.3.7 Johnson & Johnson

- 15.3.7.1 Company Overview
- 15.3.7.2 Product Portfolio
- 15.3.7.3 Financials
- 15.3.7.4 SWOT Analysis
- 15.3.8 Laboratoires Expanscience
  - 15.3.8.1 Company Overview
  - 15.3.8.2 Product Portfolio
- 15.3.9 Pigeon Corporation
  - 15.3.9.1 Company Overview
  - 15.3.9.2 Product Portfolio
  - 15.3.9.3 Financials
- 15.3.10 Sebapharma GmbH & Co. KG
  - 15.3.10.1 Company Overview
  - 15.3.10.2 Product Portfolio

Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

## List Of Tables

### LIST OF TABLES

Table 1: Global: Baby Oil Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Baby Oil Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: Global: Baby Oil Market Forecast: Breakup by Nature (in Million US\$), 2024-2032

Table 4: Global: Baby Oil Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 5: Global: Baby Oil Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 6: Global: Baby Oil Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Baby Oil Market: Competitive Structure

Table 8: Global: Baby Oil Market: Key Players

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Baby Oil Market: Major Drivers and Challenges
- Figure 2: Global: Baby Oil Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Baby Oil Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 4: Global: Baby Oil Market: Breakup by Product Type (in %), 2023
- Figure 5: Global: Baby Oil Market: Breakup by Nature (in %), 2023
- Figure 6: Global: Baby Oil Market: Breakup by Application (in %), 2023
- Figure 7: Global: Baby Oil Market: Breakup by Distribution Channel (in %), 2023
- Figure 8: Global: Baby Oil Market: Breakup by Region (in %), 2023
- Figure 9: Global: Baby Oil (Mustard Oil) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 10: Global: Baby Oil (Mustard Oil) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 11: Global: Baby Oil (Olive Oil) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 12: Global: Baby Oil (Olive Oil) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 13: Global: Baby Oil (Almond Oil) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 14: Global: Baby Oil (Almond Oil) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 15: Global: Baby Oil (Tea Tree Oil) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 16: Global: Baby Oil (Tea Tree Oil) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 17: Global: Baby Oil (Other Product Types) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 18: Global: Baby Oil (Other Product Types) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 19: Global: Baby Oil (Organic) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 20: Global: Baby Oil (Organic) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 21: Global: Baby Oil (Synthetic) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 22: Global: Baby Oil (Synthetic) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Baby Oil (Hair Use) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Baby Oil (Hair Use) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Baby Oil (Body Use) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Baby Oil (Body Use) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Baby Oil (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Baby Oil (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Baby Oil (Convenience Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Baby Oil (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Baby Oil (Specialty Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Baby Oil (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Baby Oil (Online Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Baby Oil (Online Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: North America: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: North America: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: United States: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: United States: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Canada: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Canada: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Asia-Pacific: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Asia-Pacific: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: China: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: China: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Japan: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Japan: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032

- Figure 47: India: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 48: India: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 49: South Korea: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 50: South Korea: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 51: Australia: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 52: Australia: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 53: Indonesia: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 54: Indonesia: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 55: Others: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 56: Others: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 57: Europe: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 58: Europe: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 59: Germany: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 60: Germany: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 61: France: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 62: France: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 63: United Kingdom: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 64: United Kingdom: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 65: Italy: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 66: Italy: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 67: Spain: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 68: Spain: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 69: Russia: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 70: Russia: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 71: Others: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 72: Others: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 73: Latin America: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 74: Latin America: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 75: Brazil: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 76: Brazil: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 77: Mexico: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 78: Mexico: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 79: Others: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 80: Others: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 81: Middle East and Africa: Baby Oil Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: Middle East and Africa: Baby Oil Market: Breakup by Country (in %), 2023

Figure 83: Middle East and Africa: Baby Oil Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 84: Global: Baby Oil Industry: Drivers, Restraints, and Opportunities

Figure 85: Global: Baby Oil Industry: Value Chain Analysis

Figure 86: Global: Baby Oil Industry: Porter's Five Forces Analysis

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