

# GLOBAL BABY CARE MARKET FORECAST 2017-2025

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## Abstracts

### KEY FINDINGS

The global baby care products market is estimated to grow from \$15210.0 million in 2016 to \$22707.1 million by 2025, at a CAGR of 4.70% between 2017 and 2025. The base year considered for the study is 2016 and the estimated period is between 2017 and 2025. The increase in the birth rates across the developing countries and rising awareness about child's hygiene are the two major factors boosting the growth of the market during the forecast period.

### MARKET INSIGHTS

The baby care market is segmented by distributors on the basis of supermarkets/hypermarkets, chemists/pharmacies, online retailing, departmental stores and grocery retailers. The baby care market is also segmented by packaging on the basis of glass, flexible packaging, paper-based containers, rigid plastic, metal and liquid cartons. The baby care market growth is fuelled by factors such as rise in financial status and spending power of the people and online retailing. The hazardous effects caused by products and huge costs associated with raw materials, product development and marketing are restraining the market to move ahead. Natural and non-toxic baby products and preferable growth in emerging markets are opening up new doors for the baby care market.

### REGIONAL INSIGHTS

Asia Pacific dominates the global baby care market with the market share of 29.61%, followed by Europe and then by North America with a market share of 24.74% and 20.92% respectively. The major factor driving the growth of the market in Asia Pacific is the presence of emerging economies like China, Japan, India, South Korea, Malaysia,

Thailand, and Singapore. These countries are experiencing the economic growth through urbanization and industrialization. The rising number of newborn babies, high disposable income, working parents, the necessity of child hygiene and its awareness, these are the factors, which are helping the Asia Pacific market to grow. Asia-Pacific is the fastest growing market too. It is predicted to grow at a CAGR of 6.28% during the forecast period. Rise in investments and strategic initiatives by key players like Johnson & Johnson, Kimberley Clark, L'oreal, Procter & Gamble, Marks & Spencer in the Asia Pacific, Europe, and North America regions is also a growth factor for the market.

## **COMPETITIVE INSIGHTS**

Key and well-established players in the market are Kimberley Clark, Johnson & Johnson, Marks & Spencer, L'Oreal, Procter & Gamble, and others.

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