

# MIDDLE EAST & AFRICA BABY CARE MARKET FORECAST 2017-2025

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## Abstracts

### KEY FINDINGS

The Middle East and Africa Baby Care market is anticipated to grow from USD 1174.5 million in 2016 and projected to reach up to USD 1605.4 million by 2025, at 3.61% CAGR during 2017-2025. 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.

### 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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