

# Europe Baby Personal Care Market By Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores and E-Commerce) By Product (Cosmetics, Toiletries and Other Products) By Country, Industry Analysis and Forecast, 2020 - 2026

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## Abstracts

The Europe Baby Personal Care Market would witness market growth of 7.1% CAGR during the forecast period (2020-2026).

The baby product industry has expanded significantly over the years. It is largely attributed to the worldwide rise in the birth rate and growing market awareness of hygiene and health which contributed to rising demand for baby care products. In addition, parents seek to find the best items on the market for their children, so that they remain healthy and sound. This adds to increased demand for these products on the market and therefore urges global leaders on the market for baby care products to create new products. This growing demand for baby products among the customer and marketing strategies among the baby product industry leaders is expected to fuel market growth in the forecast period.

When it comes to baby care products, safety is the main concern. Infants are susceptible to chemicals in ointments, baby wipes, baby shampoos, lotions, and powders. Since their skin is more permeable than adults, chemical substances can easily be absorbed into their skin. In addition, it is also an important problem that the ingestion of these products among children may have a detrimental effect on infant bodies. As a result of these baby-caring issues, many parents try to limit the use of baby-caring products, thus preventing the growth of the global baby care products market.

Based on Distribution Channel, the market is segmented into Supermarkets &

Hypermarkets, Specialty Stores and E-Commerce. Based on Product, the market is segmented into Cosmetics, Toiletries and Other Products. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include L'Oreal Group, Dabur India Ltd., Wipro Limited (Wipro Consumer Care & Lighting), Abbott Laboratories, Unilever PLC, The Procter and Gamble Company, Kimberly-Clark Corporation, Johnson and Johnson, Beiersdorf AG, and The Himalaya Drug Company (Himalaya Global Holdings Ltd.)

### Scope of the Study

#### Market Segmentation:

##### By Distribution Channel

Supermarkets & Hypermarkets

Specialty Stores and

E-Commerce

##### By Product

Cosmetics

Toiletries and

Other Products

##### By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

### Companies Profiled

L'Oreal Group

Dabur India Ltd.

Wipro Limited (Wipro Consumer Care & Lighting)

Abbott Laboratories

Unilever PLC

The Procter and Gamble Company

Kimberly-Clark Corporation

Johnson and Johnson

Beiersdorf AG

The Himalaya Drug Company (Himalaya Global Holdings Ltd.)

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