

Europe Baby Toiletries Market (2016 - 2022)

<https://marketpublishers.com/r/EF934B93C9FEN.html>

Date: May 2017

Pages: 72

Price: US\$ 1,500.00 (Single User License)

ID: EF934B93C9FEN

Abstracts

Baby Toiletries products are the products that are especially formulated for infant and children under the age of five. Baby Toiletries products contain mild cleansing and less fragrance, so that it does not hurt baby's sensitive and delighted skin.

Hygiene Care is essential for babies for their health. According to World Health Organization (WHO), in 2015, around 5.9 million children died under the age of five. Hygiene issues may lead to serious diarrheal and other infections among children. Therefore, many health campaigns have been started all over the world to spread more awareness for hygiene care in babies. Additionally, manufactures have also focused to introduced new range of products, for example, P&G introduced Pampers Magic Nickers; Huggies introduced Huggies New Born, specially targeting mothers of new born babies, etc.

The Baby Toiletries Market has been segmented on the basis of Mode of Sale, product type, and Country. Based on Mode of Sale, the market is segmented into Online and Offline. Skin care products, diapers, hair care products, wipes, Bathing products, and others are the key products in the baby toiletries market. Skin care products include lotions, creams and powders.

Hair care products include shampoos and oils. There are different types of baby oils available in the market such as avocado oil, coconut oil, sesame oil, and others. The hair oil provides nourishment to the baby's hair and also enables faster hair growth in babies. Doctors also suggest that it is important to oil baby's hairs every day as it helps in improving blood circulation.

Baby Diaper products include Cloth diapers, Disposable diapers, Training nappies, and Swim pants. Bathing products includes Soaps and cleaners. Baby perfumes and fragrances are some of the other products type.

Based on Country, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The key players operating in the baby toiletries market are The Clorox Company, California Baby, Inc., Cotton Babies, Inc., Artsana Group, Johnson & Johnson, Procter & Gamble Co., Kimberly- Clark Corporation, and Svenska Cellulosa Aktiebolaget Company. Market leaders have floated differentiated products to remain competitive and garner better market share. Some of the examples would be Kleenex® (subsidiary of Kimberly- Clark Corporation) introduced two new products Ultra Soft Go-Anywhere and Multicare Pack tissue.

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