

# Europe Organic Baby Shampoo Market By Distribution Channel (Supermarkets & Hypermarkets, Pharmacy & Drug stores, Specialty & Retail Stores, and E-Commerce), By Country, Industry Analysis and Forecast, 2020 - 2026

<https://marketpublishers.com/r/E4A61F4DDED1EN.html>

Date: July 2020

Pages: 53

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

ID: E4A61F4DDED1EN

## Abstracts

The Europe Organic Baby Shampoo Market would witness market growth of 8.2% CAGR during the forecast period (2020-2026).

As the new generation parents are more educated and have awareness about the harmful effects of synthetic shampoo and the benefits of organic baby shampoo for their baby's skin, they prefer organic shampoo more even though it's quite costly as compared to synthetic baby shampoo. Renowned baby shampoo manufacturers are also moving towards the production of the organic baby shampoo by seeing the growing preference of these products. Manufacturers are intensely focusing on this market and investing a substantial amount of money on the advertisement and marketing of the organic baby shampoo market.

The shelf space of the stores is directly influenced by an increase in spending on baby care products. Supermarkets, modern stores, and hypermarkets are offering entire areas by labeling it as a "baby care center." Mostly, consumers prefer to purchase baby care products from drug stores, health and beauty specialty stores, and pharmacies where the buyer gets assurance and consulting for the products they purchase. The increase in awareness and concerns among parents about the harmful effect of synthetic baby shampoo on the skin and scalp of babies is one the major driving force for the growth organic baby shampoo market.

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

Hypermarkets, Pharmacy & Drug stores, Specialty & Retail Stores, and E-Commerce. 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 Based on Distribution Channel, the market is segmented into Supermarkets & Hypermarkets, Pharmacy & Drug stores, Specialty & Retail Stores, and E-Commerce.

## Scope of the Study

### Market Segmentation:

#### By Distribution Channel

Supermarkets & Hypermarkets

Pharmacy & Drug stores

Specialty & Retail Stores, and

E-Commerce

#### By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

## Companies Profiled

Johnson and Johnson

Unilever PLC

Beiersdorf AG

Mothercare PLC

The Clorox Company

Earth Mama Angel Baby LLC

Galderma S.A.

The Honest Company, Inc.

Laboratoires Expanscience S.A.

The Himalaya Drug Company (Himalaya Global Holdings Ltd.)

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