

# Global Baby Toiletries Market (2016 - 2022)

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## 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.

Online retailing is becoming one of the major trends. People now prefer to shop products online rather than offline. Online websites like Walmart.com, Amazon.com and others are some of the websites which have witnessed huge rise in customers that shows a promising growth for online retail. As per the new study, "among consumer packed products, baby product category has the highest penetration of sales online". Some startup companies have also shifting focus towards the online sales of baby products.

There has been a prominent growth in the sales volume of baby toiletries products. Significant growth in the birth rate and Rising Number of Working Women has been the major factors driving the demand for baby toiletries market. Additionally, growing awareness for hygiene care in babies, increase in disposable income of consumers and rapid urbanization has fueled the growth of baby toiletries market. However, presence of chemicals in the baby's products is restraining the growth of baby toiletries market.

The Baby Toiletries Market has been segmented on the basis of Mode of Sale, product type, and Region. 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 Region, the market is segmented into North America, Asia-Pacific, Europe, Latin America, Middle East and Africa (LAMEA).

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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