

LAMEA 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

<https://marketpublishers.com/r/L9703EAA0D2AEN.html>

Date: May 2020

Pages: 95

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

ID: L9703EAA0D2AEN

Abstracts

The Latin America, Middle East and Africa Baby Personal Care Market would witness market growth of 8.2% CAGR during the forecast period (2020-2026).

Baby personal care products are used in various product lines like skincare, haircare, and toiletries for their variety. The manufacturing of personal care items for babies requires a thorough collection of ingredients, with preference given to the use of benign ingredients. The market for baby personal care products comprises baby care items that are used specifically for children. Baby powder, shampoos, body lotions, massage oil, shower gel, baby wipes, and other products are included in the product line.

Birth rates in developing countries have risen, consumer awareness of child hygiene has increased, consumer availability has increased, and changes in lifestyle have fuelled the market growth. In addition, the launch of organic ingredient products is expected to contribute to the baby personal care product market growth. Nevertheless, the baby could have harmful use of certain chemicals, limiting the growth of the market.

Rising birth rates increased disposable income of parents, and changing lifestyles in emerging markets are among the main factors which are projected in the near future to drive the market. In addition, the increase in the number of dual-income families worldwide and the increased living conditions in developed countries are projected to fuel demand growth in the coming years. Over the years, millennial parents have shifted market dynamics. This factor has affected the market for personal care baby products

as this consumer group is getting financially stronger.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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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