

# Latin America, Middle East & Africa 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.

Rapid urbanization has been driving the demand for baby toiletries market. Due to urbanization, there has been a huge increase in the demand for best product for babies. Consumers have become more conscious for their baby's health & fitness, which have increased the urge of consumers to provide best products to their babies. Additionally, Increasing rate of middle class families and working women have increased the adoption of convenience-oriented lifestyles.

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