

North America 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

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Abstracts

The North America Baby Personal Care Market would witness market growth of 6.2% CAGR during the forecast period (2020-2026).

Organic and natural ingredients are the preferred treatment options for consumers as they are skin-friendly and nutritionally balanced. In addition, most skincare items contact the surface of the skin of the baby directly. Natural skincare products are thus ideal for protecting the skin of the baby. Natural baby skincare products grow considerably, as they are free of secondary, gentle, and non-toxic effects on baby skin. Natural baby skin treatments derive from natural ingredients, which are curative and thus contribute to faster skin treatment as well as physical nutrition.

As younger parents from Millennial generations are more knowledgeable and trained, they choose natural skin health products to prevent adverse effects on the skin of their baby from toxic additives. As more women are employed, disposable income increases, leading to the adoption of quality health products. This encourages the growth of the natural skincare baby market.

Natural, however, does not always mean safe and healthy. Since natural products require standard temperature and specific labelling standards are also a mandate. If not produced in the recommended condition, adverse effects may also happen. This prohibits the use of safe skincare items for babies.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

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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