

North America Baby Toiletries Market (2016 - 2022)

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Abstracts

Baby Toiletries products include various types of products such as Baby Lotion, Baby Care Kit, Baby Diapers, Bath and Body related products and baby oils.

The North America baby toiletries market has witnessed rapid growth in the last few years, especially baby diaper products. The benefits related to the baby care products have also added more value to its rising demand. Products such as Cotton diapers have a soft padding that helps the baby to have a comfortable sleep. Moreover, the disposable and reusable swim nappies have the ability to allow water to escape which helps the babies while swimming. The biodegradable diapers have been widely accepted, globally, as they are made of natural materials and are eco-friendly and skin friendly. The government regulations and environmental challenges make the biodegradable diapers popular among the customers.

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 US, Mexico, Canada, and Rest of North America.

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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