

North America Organic Baby Shampoo Market By Distribution Channel (Supermarkets & Hypermarkets, Pharmacy & Drug stores, Specialty & Retail Stores, and E-Commerce), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The North America Organic Baby Shampoo Market would witness market growth of 7.8% CAGR during the forecast period (2020-2026).

More and more parents prefer to organic baby shampoo for their babies due to its plant-based ingredients such as aloe, chamomile, calendula, etc. and this shampoo is free from harmful ingredients that are suspected to be skin irritants. The growing popularity of organic baby shampoo is considered, this product segment is currently more focused on the baby shampoo manufacturers and they are working to increase their production capacity so that they can fulfill the growing demand for organic baby shampoo.

Rapid growth in urbanization and the middle-class population are also growing, this two are causing baby shampoo and conditioner markets to show the highest growth potential in these countries. As disposable incomes among the consumers are getting higher due to the growth in the economy, it is also aiding the growth in these industries. Further, the decrease in mortality rates in the infant has propelled this industry forward.

Hygiene and sanitation play a major role in baby care, among these shampoos and conditioners are essential constituents. The products used for hygiene and sanitation for babies differ from those of adults. The parents are very careful in choosing brands of shampoo and conditioner for their babies, and they prefer to read the list of constituents provided by the manufacturer. There is a huge demand for toxin and paraben-free baby shampoos and conditioners for babies. Hence, it is increasing the demand for organic



baby shampoo and conditioners. Gift packs also include baby products, among which shampoos are an essential part.

Based on Distribution Channel, the market is segmented into Supermarkets & Hypermarkets, Pharmacy & Drug stores, Specialty & Retail Stores, and E-Commerce. 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 Johnson and Johnson, Unilever PLC, Beiersdorf AG, Mothercare PLC, The Clorox Company, Earth Mama Angel Baby LLC, Galderma S.A., The Honest Company, Inc., Laboratoires Expanscience S.A., and The Himalaya Drug Company (Himalaya Global Holdings Ltd.)

Scope of the Study

Market Segmentation:

By Distribution Channel

Supermarkets & Hypermarkets

Pharmacy & Drug stores

Specialty & Retail Stores, and

E-Commerce

By Country

US

Canada

Rest of North America

Mexico



Companies Profiled

Johnson and Johnson

Unilever PLC

Beiersdorf AG

Mothercare PLC

The Clorox Company

Earth Mama Angel Baby LLC

Galderma S.A.

The Honest Company, Inc.

Laboratoires Expanscience S.A.

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