

Australia Baby Personal Care Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/A251DBB5777AEN.html>

Date: May 2022

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: A251DBB5777AEN

Abstracts

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SUMMARY

Baby Personal Care in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The baby personal care market consists of the retail sale of baby toiletries and diapers. The baby toiletries segment consists of liquid and solid based bathing products, lotion, oil, powder, shampoo and wipes (baby toiletries). The diapers segment consists of baby, cloth and training diapers. The market is valued according to the retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2021 exchange rates.

The Australian baby personal care market had total revenues of \$697.0m in 2021, representing a compound annual growth rate (CAGR) of 2.5% between 2016 and 2021.

Market consumption volume increased with a CAGR of 1.2% between 2016 and 2021, to reach a total of 54.8 million units in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 2.3% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$781.3m by the end of 2026.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the baby personal care market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the baby personal care market in Australia

Leading company profiles reveal details of key baby personal care market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia baby personal care market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Australia baby personal care market by value in 2021?

What will be the size of the Australia baby personal care market in 2026?

What factors are affecting the strength of competition in the Australia baby personal care market?

How has the market performed over the last five years?

What are the main segments that make up Australia's baby personal care market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the Australian baby personal care market??
- 7.3. Which companies have been most successful in increasing their market shares in the last five years?
- 7.4. Which companies' market shares have suffered in the last five years?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. Kimberly-Clark Corp
- 8.2. Unicharm Corp
- 8.3. Church & Dwight Co Inc
- 8.4. Johnson & Johnson

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Australia baby personal care market value: \$ million, 2016-21
- Table 2: Australia baby personal care market volume: million units, 2016-21
- Table 3: Australia baby personal care market category segmentation: \$ million, 2021
- Table 4: Australia baby personal care market geography segmentation: \$ million, 2021
- Table 5: Australia baby personal care market distribution: % share, by value, 2021
- Table 6: Australia baby personal care market value forecast: \$ million, 2021-26
- Table 7: Australia baby personal care market volume forecast: million units, 2021-26
- Table 8: Australia baby personal care market share: % share, by value, 2021
- Table 9: Kimberly-Clark Corp: key facts
- Table 10: Kimberly-Clark Corp: Annual Financial Ratios
- Table 11: Kimberly-Clark Corp: Key Employees
- Table 12: Unicharm Corp: key facts
- Table 13: Unicharm Corp: Annual Financial Ratios
- Table 14: Unicharm Corp: Key Employees
- Table 15: Unicharm Corp: Key Employees Continued
- Table 16: Church & Dwight Co Inc: key facts
- Table 17: Church & Dwight Co Inc: Annual Financial Ratios
- Table 18: Church & Dwight Co Inc: Key Employees
- Table 19: Johnson & Johnson: key facts
- Table 20: Johnson & Johnson: Annual Financial Ratios
- Table 21: Johnson & Johnson: Key Employees
- Table 22: Johnson & Johnson: Key Employees Continued
- Table 23: Australia size of population (million), 2017-21
- Table 24: Australia gdp (constant 2005 prices, \$ billion), 2017-21
- Table 25: Australia gdp (current prices, \$ billion), 2017-21
- Table 26: Australia inflation, 2017-21
- Table 27: Australia consumer price index (absolute), 2017-21
- Table 28: Australia exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: Australia baby personal care market value: \$ million, 2016-21

Figure 2: Australia baby personal care market volume: million units, 2016-21

Figure 3: Australia baby personal care market category segmentation: % share, by value, 2021

Figure 4: Australia baby personal care market geography segmentation: % share, by value, 2021

Figure 5: Australia baby personal care market distribution: % share, by value, 2021

Figure 6: Australia baby personal care market value forecast: \$ million, 2021-26

Figure 7: Australia baby personal care market volume forecast: million units, 2021-26

Figure 8: Forces driving competition in the baby personal care market in Australia, 2021

Figure 9: Drivers of buyer power in the baby personal care market in Australia, 2021

Figure 10: Drivers of supplier power in the baby personal care market in Australia, 2021

Figure 11: Drivers of degree of rivalry in the baby personal care market in Australia, 2021

Figure 12: Australia baby personal care market share: % share, by value, 2021

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