

Baby Personal Care in Australia

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Abstracts

Baby Personal Care in Australia

SUMMARY

Baby Personal Care in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2014-18, and forecast to 2023). 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 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. 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 2018 exchange rates.

The Australian baby personal care market had total revenues of \$639.7m in 2018, representing a compound annual growth rate (CAGR) of 2.3% between 2014 and 2018.

Market consumption volume increased with a CAGR of 0.2% between 2014-2018, to reach a total of 61 million units in 2018.

Increasing demand for natural and organic baby products is one of the crucial factors supporting the market growth.

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 2018?

What will be the size of the Australia baby personal care market in 2023?

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 4 years ?

7.4. Which companies' market shares have suffered in the last 4 years?

7.5. What are the most popular brands in the market?

7.6. What have been the most significant M&A deals in the Australia baby personal care market over the last four years?

8 COMPANY PROFILES

8.1. Kimberly-Clark Corp

8.2. Unicharm Corporation

8.3. 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, 2014-18
Table 2: Australia baby personal care market volume: million units, 2014-18
Table 3: Australia baby personal care market category segmentation: \$ million, 2018
Table 4: Australia baby personal care market geography segmentation: \$ million, 2018
Table 5: Australia baby personal care market distribution: % share, by value, 2018
Table 6: Australia baby personal care market value forecast: \$ million, 2018-23
Table 7: Australia baby personal care market volume forecast: million units, 2018-23
Table 8: Australia baby personal care market share: % share, by value, 2018
Table 9: Kimberly-Clark Corp: key facts
Table 10: Kimberly-Clark Corp: Annual Financial Ratios
Table 11: Kimberly-Clark Corp: Key Employees
Table 12: Kimberly-Clark Corp: Key Employees Continued
Table 13: Unicharm Corporation: key facts
Table 14: Unicharm Corporation: Annual Financial Ratios
Table 15: Unicharm Corporation: Key Employees
Table 16: Unicharm Corporation: Key Employees Continued
Table 17: Johnson & Johnson: key facts
Table 18: Johnson & Johnson: Annual Financial Ratios
Table 19: Johnson & Johnson: Key Employees
Table 20: Johnson & Johnson: Key Employees Continued
Table 21: Australia size of population (million), 2014-18
Table 22: Australia gdp (constant 2005 prices, \$ billion), 2014-18
Table 23: Australia gdp (current prices, \$ billion), 2014-18
Table 24: Australia inflation, 2014-18
Table 25: Australia consumer price index (absolute), 2014-18
Table 26: Australia exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Australia baby personal care market value: \$ million, 2014-18

Figure 2: Australia baby personal care market volume: million units, 2014-18

Figure 3: Australia baby personal care market category segmentation: % share, by value, 2018

Figure 4: Australia baby personal care market geography segmentation: % share, by value, 2018

Figure 5: Australia baby personal care market distribution: % share, by value, 2018

Figure 6: Australia baby personal care market value forecast: \$ million, 2018-23

Figure 7: Australia baby personal care market volume forecast: million units, 2018-23

Figure 8: Forces driving competition in the baby personal care market in Australia, 2018

Figure 9: Drivers of buyer power in the baby personal care market in Australia, 2018

Figure 10: Drivers of supplier power in the baby personal care market in Australia, 2018

Figure 11: Drivers of degree of rivalry in the baby personal care market in Australia, 2018

Figure 12: Australia baby personal care market share: % share, by value, 2018

COMPANIES MENTIONED

Kimberly-Clark Corp

Unicharm Corporation

Johnson & Johnson

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