

# Baby Personal Care in Germany - Market Summary, Competitive Analysis and Forecast to 2024

<https://marketpublishers.com/r/BD847646F8C9EN.html>

Date: May 2021

Pages: 36

Price: US\$ 350.00 (Single User License)

ID: BD847646F8C9EN

## Abstracts

Baby Personal Care in Germany - Market Summary, Competitive Analysis and Forecast to 2024

### SUMMARY

Baby Personal Care in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). 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, lotions, oils, powders, shampoos 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 2019 exchange rates.

The German baby personal care market had total revenues of \$1,167.4m in 2019, representing a compound annual growth rate (CAGR) of 3.1% between 2015 and 2019.

Market consumption volume increased with a CAGR of 2.1% between 2015 and 2019, to reach a total of 156.5 million units in 2019.

Positive economic conditions, coupled with increasing purchasing power, supported the growth of the baby personal care products market.

## 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 Germany

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

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 Germany baby personal care market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Germany baby personal care market by value in 2019?

What will be the size of the Germany baby personal care market in 2024?

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

How has the market performed over the last five years?

What are the main segments that make up Germany'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 German baby personal care market?
- 7.3. Which companies were the most successful in increasing their market share during 2015-2019?
- 7.4. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. The Procter & Gamble Co
- 8.2. Nestle SA

## **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: Germany baby personal care market value: \$ million, 2015-19

Table 2: Germany baby personal care market volume: million units, 2015-19

Table 3: Germany baby personal care market category segmentation: \$ million, 2019

Table 4: Germany baby personal care market geography segmentation: \$ million, 2019

Table 5: Germany baby personal care market distribution: % share, by value, 2019

Table 6: Germany baby personal care market value forecast: \$ million, 2019-24

Table 7: Germany baby personal care market volume forecast: million units, 2019-24

Table 8: Germany baby personal care market share: % share, by value, 2019

Table 9: The Procter & Gamble Co: key facts

Table 10: The Procter & Gamble Co: Annual Financial Ratios

Table 11: The Procter & Gamble Co: Key Employees

Table 12: The Procter & Gamble Co: Key Employees Continued

Table 13: The Procter & Gamble Co: Key Employees Continued

Table 14: Nestle SA: key facts

Table 15: Nestle SA: Annual Financial Ratios

Table 16: Nestle SA: Key Employees

Table 17: Nestle SA: Key Employees Continued

Table 18: Germany size of population (million), 2015-19

Table 19: Germany gdp (constant 2005 prices, \$ billion), 2015-19

Table 20: Germany gdp (current prices, \$ billion), 2015-19

Table 21: Germany inflation, 2015-19

Table 22: Germany consumer price index (absolute), 2015-19

Table 23: Germany exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Germany baby personal care market value: \$ million, 2015-19

Figure 2: Germany baby personal care market volume: million units, 2015-19

Figure 3: Germany baby personal care market category segmentation: % share, by value, 2019

Figure 4: Germany baby personal care market geography segmentation: % share, by value, 2019

Figure 5: Germany baby personal care market distribution: % share, by value, 2019

Figure 6: Germany baby personal care market value forecast: \$ million, 2019-24

Figure 7: Germany baby personal care market volume forecast: million units, 2019-24

Figure 8: Forces driving competition in the baby personal care market in Germany, 2019

Figure 9: Drivers of buyer power in the baby personal care market in Germany, 2019

Figure 10: Drivers of supplier power in the baby personal care market in Germany, 2019

Figure 11: Drivers of degree of rivalry in the baby personal care market in Germany, 2019

Figure 12: Germany baby personal care market share: % share, by value, 2019

## I would like to order

Product name: Baby Personal Care in Germany - Market Summary, Competitive Analysis and Forecast to 2024

Product link: <https://marketpublishers.com/r/BD847646F8C9EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BD847646F8C9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

