

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

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## Abstracts

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### SUMMARY

Baby Personal Care in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 Italian baby personal care market had total revenues of \$651.7m in 2019, representing a compound annual rate of change (CARC) of -3.7% between 2015 and 2019.

Market consumption volumes declined with a CARC of -5.4% between 2015 and 2019, to reach a total of 72.5 million units in 2019.

According to the Italian National Institute of Statistics, the country's birth rate is declining and the population is shrinking.

## **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 Italy

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

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 Italy baby personal care market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

## **8 COMPANY PROFILES**

- 8.1. The Procter & Gamble Co
- 8.2. Kimberly-Clark Corp
- 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: Italy baby personal care market value: \$ million, 2015-19
- Table 2: Italy baby personal care market volume: million units, 2015-19
- Table 3: Italy baby personal care market category segmentation: \$ million, 2019
- Table 4: Italy baby personal care market geography segmentation: \$ million, 2019
- Table 5: Italy baby personal care market distribution: % share, by value, 2019
- Table 6: Italy baby personal care market value forecast: \$ million, 2019-24
- Table 7: Italy baby personal care market volume forecast: million units, 2019-24
- Table 8: Italy 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: Kimberly-Clark Corp: key facts
- Table 15: Kimberly-Clark Corp: Annual Financial Ratios
- Table 16: Kimberly-Clark Corp: Key Employees
- 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: Italy size of population (million), 2015-19
- Table 22: Italy gdp (constant 2005 prices, \$ billion), 2015-19
- Table 23: Italy gdp (current prices, \$ billion), 2015-19
- Table 24: Italy inflation, 2015-19
- Table 25: Italy consumer price index (absolute), 2015-19
- Table 26: Italy exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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