

Baby Personal Care in Italy

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Abstracts

Baby Personal Care in Italy

SUMMARY

Baby Personal Care in Italy 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 Italian baby personal care market had total revenues of \$722.4m in 2018, representing a compound annual rate of change (CARC) of -3.2% between 2014 and 2018.

Market consumption volumes declined with a CARC of -4.6% between 2014-2018, to reach a total of 77.5 million units in 2018.

According to the Italian National Institute of Statistics, the birth rates are declining and population is shrinking in 2018.

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 by both value and volume

REASONS TO BUY

What was the size of the Italy baby personal care market by value in 2018?

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

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?

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COMPANIES MENTIONED

The Procter & Gamble Co

Kimberly-Clark Corp

Johnson & Johnson

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