

# Baby Personal Care in the United States of America (USA) - Market Summary, Competitive Analysis and Forecast to 2024

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## Abstracts

Baby Personal Care in the United States of America (USA) - Market Summary, Competitive Analysis and Forecast to 2024

### SUMMARY

Baby Personal Care in the United States 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 US baby personal care market had total revenues of \$6.8bn in 2019, representing a compound annual growth rate (CAGR) of 2.4% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.5% between 2015 and

2019, to reach a total of 612.4 million units in 2019.

Increasing purchasing power encouraged consumers to spend more on premium baby products.

## **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 the United States

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

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 United States baby personal care market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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

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