

# Italy Baby Personal Care Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

Italy Baby Personal Care Market Summary, Competitive Analysis and Forecast, 2017-2026

### SUMMARY

Baby Personal Care in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). 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, lotion, oil, powder, shampoo and wipes (baby toiletries). The diapers segment consists of baby, cloth and training diapers. 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 2021 exchange rates.

The Italian baby personal care market had total revenues of \$657.8m in 2021, representing a compound annual growth rate (CAGR) of -3.2% between 2016 and 2021.

Market consumption volumes declined with a CAGR of 0% between 2016 and 2021, to reach a total of 144.5 million units in 2021.

The performance of the market is forecast to decline further but at a slower pace, with an anticipated CAGR of -0.1% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$654.9m by the end of 2026.

## **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 2021?

What will be the size of the Italy baby personal care market in 2026?

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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