

# North America Baby Personal Care Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### Summary

Baby Personal Care in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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 2022 exchange rates.

The North American Baby Personal Care market had total revenues of \$8,324.7 million in 2022, representing a compound annual growth rate (CAGR) of 3.7% between 2017 and 2022.

Market consumption volume increased with a CAGR of 2.4% between 2017 and 2022, to reach a total of 952.6 million units in 2022.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 2.4% for the five-year period 2022 %li%2027, which is expected to drive the market to a value of \$9,383.1 million by the end of 2027.

## 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 North America

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

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 North America baby personal care market with five year forecasts

## Reasons to Buy

What was the size of the North America baby personal care market by value in 2022?

What will be the size of the North America baby personal care market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up North America'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 North American baby personal care market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022) ?
- 7.4. Which companies' market shares have suffered in the last 5 years (2017-2022) ?
- 7.5. What are the most popular brands in the North American baby personal care market ?

## **8 COMPANY PROFILES**

- 8.1. Kimberly-Clark Corp
- 8.2. The Procter & Gamble Co
- 8.3. Johnson & Johnson
- 8.4. Naterra International Inc

## **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: North America baby personal care market value: \$ million, 2017-22
- Table 2: North America baby personal care market volume: million units, 2017-22
- Table 3: North America baby personal care market category segmentation: % share, by value, 2017-2022
- Table 4: North America baby personal care market category segmentation: \$ million, 2017-2022
- Table 5: North America baby personal care market geography segmentation: \$ million, 2022
- Table 6: North America baby personal care market distribution: % share, by value, 2022
- Table 7: North America baby personal care market value forecast: \$ million, 2022-27
- Table 8: North America baby personal care market volume forecast: million units, 2022-27
- Table 9: North America baby personal care market share: % share, by value, 2022
- Table 10: Kimberly-Clark Corp: key facts
- Table 11: Kimberly-Clark Corp: Annual Financial Ratios
- Table 12: Kimberly-Clark Corp: Key Employees
- Table 13: The Procter & Gamble Co: key facts
- Table 14: The Procter & Gamble Co: Annual Financial Ratios
- Table 15: The Procter & Gamble Co: Key Employees
- Table 16: The Procter & Gamble Co: Key Employees Continued
- 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: Naterra International Inc: key facts
- Table 22: Naterra International Inc: Key Employees
- Table 23: North America exchange rate, 2018-22

## List Of Figures

### LIST OF FIGURES

- Figure 1: North America baby personal care market value: \$ million, 2017-22
- Figure 2: North America baby personal care market volume: million units, 2017-22
- Figure 3: North America baby personal care market category segmentation: \$ million, 2017-2022
- Figure 4: North America baby personal care market geography segmentation: % share, by value, 2022
- Figure 5: North America baby personal care market distribution: % share, by value, 2022
- Figure 6: North America baby personal care market value forecast: \$ million, 2022-27
- Figure 7: North America baby personal care market volume forecast: million units, 2022-27
- Figure 8: Forces driving competition in the baby personal care market in North America, 2022
- Figure 9: Drivers of buyer power in the baby personal care market in North America, 2022
- Figure 10: Drivers of supplier power in the baby personal care market in North America, 2022
- Figure 11: Drivers of degree of rivalry in the baby personal care market in North America, 2022
- Figure 12: North America baby personal care market share: % share, by value, 2022

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