

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

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## Abstracts

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

### SUMMARY

Baby Personal Care in Scandinavia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Scandinavian baby personal care market had total revenues of \$547.5m in 2021, representing a compound annual growth rate (CAGR) of 3.3% between 2016 and 2021.

Market consumption volume increased with a CAGR of 0.5% between 2016 and

2021, to reach a total of 824.6 million units in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.7% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$655.4m by the end of 2026.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the baby personal care market in Scandinavia

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

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 Scandinavia baby personal care market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Scandinavia baby personal care market by value in 2021?

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

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

How has the market performed over the last five years?

Who are the top competitors in Scandinavia's baby personal care market?

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