

Baby Personal Care Products Market in Austria 2021

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Abstracts

Personal care products are applied to the human body for the purposes of cleaning, moisturizing, suncreening, or changing its appearance. A study by StrategyHelix indicates that the baby personal care products market in Austria is expected to increase at a CAGR of 3.2% till 2027. Rising consumer disposable income and improving standards of living, increasing consciousness among consumers about child hygiene are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for baby personal care products. The Austria baby personal care products market is segmented on the basis of product, and distribution channel. Based on product, the baby personal care products market in Austria is categorized into hair care, skin care, toiletries, sun care, wipes & tissues, others. The wipes & tissues segment held the largest share of the Austria baby personal care products market in 2020 and is anticipated to hold its share during the forecast period. On the basis of distribution channel, the baby personal care products market in Austria has been segmented into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The competitive landscape of the industry has also been examined along with the profiles of the key players Johnson & Johnson (J&J), The Procter & Gamble Company (P&G), Beiersdorf AG.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the baby personal care products market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

Report Scope

Product: hair care, skin care, toiletries, sun care, wipes & tissues, others
Distribution channel: specialized stores, supermarkets & hypermarkets, discounters, online platform, others
Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Austria baby personal care products market
Identify regional strategies and strategic priorities on the basis of local data
Pinpoint growth sectors and trends for investment

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Johnson & Johnson (J&J)
The Procter & Gamble Company (P&G)
Beiersdorf AG
About StrategyHelix
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