

# Baby Personal Care Products Market in Belarus 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. According to a report by StrategyHelix, the baby personal care products market in Belarus is projected to expand by a CAGR of 8.3% from 2021 through 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 Belarus baby personal care products market is segmented on the basis of product, and distribution channel. On the basis of product, the baby personal care products market in Belarus has been segmented into hair care, skin care, toiletries, sun care, wipes & tissues, others. Among these, the wipes & tissues segment was accounted for the highest revenue generator in 2020. By distribution channel, the baby personal care products market in Belarus has been segmented into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The Belarus baby personal care products market is highly competitive. The leading players in the baby personal care products market include Johnson & Johnson (J&J), BELITA-VITEKS SPB OOO., The Procter & Gamble Company (P&G), Henkel AG & Co. KGaA, Unilever PLC, Katjes International GmbH & Co. KG., Modum-Nasha Kosmetika, Nevskaya Kosmetika OAO, Kimberly-Clark Corporation, OOO NASHA MAMA.

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 Belarus 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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BELITA-VITEKS SPB, OOO.  
The Procter & Gamble Company (P&G)  
Henkel AG & Co. KGaA  
Unilever PLC  
Katjes International GmbH & Co. KG.  
Modum-Nasha Kosmetika  
Nevskaya Kosmetika OAO  
Kimberly-Clark Corporation

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