

Baby Personal Care Products Market in Ethiopia 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. The baby personal care products market in Ethiopia is expected to increase at a CAGR of 13.3% 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 Ethiopia 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 Ethiopia has been segmented into hair care, skin care, toiletries, sun care, wipes & tissues, others. The wipes & tissues segment is estimated to account for the largest share of the baby personal care products market in Ethiopia. By distribution channel, the baby personal care products market in Ethiopia has been segmented into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The competitive landscape of the market is highly consolidated and dominated by key players such as Johnson & Johnson (J&J), Batterjee Holding Company.

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 Ethiopia 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)
Batterjee Holding Company
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