

# Baby Personal Care Products Market in Europe 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 Europe is expected to increase by US\$ 1,096 million from 2021 to 2027, garnering a CAGR of 3.2% during the forecast period. 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 Europe baby personal care products market is segmented on the basis of product, distribution channel, and country. Based on product, the baby personal care products market in Europe is categorized into hair care, skin care, toiletries, sun care, wipes & tissues, others. The wipes & tissues segment held the largest share of the Europe 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 Europe has been segmented into specialized stores, supermarkets & hypermarkets, discounters, online platform, others. In terms of geography, the baby personal care products market in Europe has been segmented into France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom.

The Europe baby personal care products market is highly competitive. As of 2020, the major players in the Europe baby personal care products market were AIR-VAL INTERNATIONAL S.A., Almirall S.A., Bayer AG, Beiersdorf AG, Childs Farm Ltd, Gruppo Sodalìs Srl, HiPP GmbH & Company Vertrieb KG, ISDIN. S.A., Johnson & Johnson (J&J), Katjes International GmbH & Co. KG., Kimberly-Clark Corporation, Laboratoires Biopha S.A., Laboratoires Expanscience, L'Oreal S.A., Naif Care B.V., Pierre Fabre S.A., Reckitt Benckiser Group plc (RB), Teva Pharmaceutical Industries

Ltd., The Procter & Gamble Company (P&G), Unilever PLC, Weleda AG.

#### Report Scope

Product: hair care, skin care, toiletries, sun care, wipes & tissues, others

Distribution channel: specialized stores, supermarkets & hypermarkets, discounters, online platform, others

Country: France, Germany, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, United Kingdom

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Europe 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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AIR-VAL INTERNATIONAL, S.A.

Almirall, S.A.

Bayer AG

Beiersdorf AG

Childs Farm Ltd

Gruppo Sodalis Srl

HiPP GmbH & Company Vertrieb KG

ISDIN. S.A.

Johnson & Johnson (J&J)

Katjes International GmbH & Co. KG.

Kimberly-Clark Corporation

Laboratoires Biopha S.A.

Laboratoires Expanscience

L'Oreal S.A.

Naif Care B.V.

Pierre Fabre S.A.

Reckitt Benckiser Group plc (RB)

Teva Pharmaceutical Industries Ltd.

The Procter & Gamble Company (P&G)

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