

Baby Personal Care Products Market in Germany 2021

<https://marketpublishers.com/r/BAF7AAB46D65EN.html>

Date: January 2022

Pages: 15

Price: US\$ 450.00 (Single User License)

ID: BAF7AAB46D65EN

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 Germany is poised to grow by US\$ 89 million during 2021-2027, progressing at a CAGR of 2.8% during the forecast period, according to data and analytics company StrategyHelix. 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 Germany baby personal care products market is segmented on the basis of product, and distribution channel. By product, the baby personal care products market in Germany has been segmented into hair care, skin care, toiletries, sun care, wipes & tissues, others. The wipes & tissues segment was the largest contributor to the Germany baby personal care products market in 2020. Based upon distribution channel, the baby personal care products market in Germany is categorized into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The prominent players operating in the Germany baby personal care products market include Johnson & Johnson (J&J), Katjes International GmbH & Co. KG., The Procter & Gamble Company (P&G), HiPP GmbH & Company Vertrieb KG, Weleda AG, 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 Germany 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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Katjes International GmbH & Co. KG.
The Procter & Gamble Company (P&G)
HiPP GmbH & Company Vertrieb KG
Weleda AG
Beiersdorf AG
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