

# Baby Personal Care Products Market in Ghana 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 Ghana is projected to expand by a CAGR of 10.9% from 2021 through 2027, 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 Ghana baby personal care products market is segmented on the basis of product, and distribution channel. By product, the baby personal care products market in Ghana has been segmented into hair care, skin care, toiletries, sun care, wipes & tissues, others. According to the research, the wipes & tissues segment had the largest share in the baby personal care products market in Ghana. Based upon distribution channel, the baby personal care products market in Ghana is categorized into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The leading players in the baby personal care products market include PZ Cussons Plc, Johnson & Johnson (J&J), Ghandour Cosmetics Ltd.

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 Ghana 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)  
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