

# Baby Personal Care Products Market in Indonesia 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 Indonesia is poised to grow by US\$ 400 million from 2021 to 2027, registering a CAGR of 11.7% during the forecast period, according to 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 Indonesia baby personal care products market is segmented on the basis of product, and distribution channel. By product, the baby personal care products market in Indonesia has been segmented into hair care, skin care, toiletries, sun care, wipes & tissues, others. The wipes & tissues segment was the largest contributor to the Indonesia baby personal care products market in 2020. Based upon distribution channel, the baby personal care products market in Indonesia is categorized into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The Indonesia baby personal care products market is highly competitive. Some of the leading companies operating in the market are PZ Cussons Plc, Godrej Group, Unilever PLC, Johnson & Johnson (J&J), Unicharm Corporation, Kino Corporation, Asia Pulp & Paper Company Ltd. (APP), Pigeon Corporation, Kimberly-Clark Corporation.

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 Indonesia 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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Wipes & tissues  
Others

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Discounters  
Online platform  
Others

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PZ Cussons Plc  
Godrej Group  
Unilever PLC  
Johnson & Johnson (J&J)  
Unicharm Corporation  
Kino Corporation  
Asia Pulp & Paper Company Ltd. (APP)  
Pigeon Corporation  
Kimberly-Clark Corporation

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