

# Baby Personal Care Products Market in Latin America 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 Latin America is poised to grow by US\$ 1,676 million from 2021 to 2027, registering a CAGR of 7.3% 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 Latin America baby personal care products market is segmented on the basis of product, distribution channel, and country. By product, the baby personal care products market in Latin America has been segmented into hair care, skin care, toiletries, sun care, wipes & tissues, others. In 2020, the wipes & tissues segment made up the largest share of revenue generated by the baby personal care products market. Based upon distribution channel, the baby personal care products market in Latin America is categorized into specialized stores, supermarkets & hypermarkets, discounters, online platform, others. In terms of geography, the baby personal care products market in Latin America has been segmented into Argentina, Brazil.

The Latin America baby personal care products market is highly competitive. The competitive landscape of the industry has also been examined along with the profiles of the key players Ballerina Group, Bayer AG, Colgate-Palmolive Company, Empresas CMPC S.A., Grisi Hnos. S.A de C.V., Grunenthal GmbH, Johnson & Johnson (J&J), Kimberly-Clark Corporation, Laboratorio Durandin S.A.I, L'Oreal S.A., Natura & Co, Ontex BVBA, Phisalia Produtos de Beleza LTDA, Unilever PLC, Vicentin S.A.I.C.,

Vorwerk & Co. KG.

#### Report Scope

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

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

Country: Argentina, Brazil

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Latin America 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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Bayer AG  
Colgate-Palmolive Company  
Empresas CMPC S.A.

Grisi Hnos. S.A de C.V.  
Grunenthal GmbH  
Johnson & Johnson (J&J)  
Kimberly-Clark Corporation  
Laboratorio Durandin S.A.I  
L'Oreal S.A.  
Natura & Co  
Ontex BVBA  
Phisalia Produtos de Beleza LTDA  
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