

Baby Personal Care Products Market in North 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. According to StrategyHelix, the baby personal care products market in North America is expected to increase by US\$ 1,167 million during 2021-2027, expanding at a CAGR of 3.7% 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 North America 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 North America is categorized into hair care, skin care, toiletries, sun care, wipes & tissues, others. In North America, the wipes & tissues segment made up the largest share of the baby personal care products market. On the basis of distribution channel, the baby personal care products market in North America has been segmented into specialized stores, supermarkets & hypermarkets, discounters, online platform, others. Geographically, the baby personal care products market in North America is segmented into Canada, USA.

The North America baby personal care products market is highly competitive. The leading players in the baby personal care products market include Amazon.com Inc., Beiersdorf AG, Centura Brands Inc., Johnson & Johnson (J&J), Kimberly-Clark Corporation, L'Oreal S.A., The Procter & Gamble Company (P&G), Unilever PLC.

Report Scope

Product: hair care, skin care, toiletries, sun care, wipes & tissues, others
Distribution channel: specialized stores, supermarkets & hypermarkets, discounters,
online platform, others

Country: Canada, USA

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the North 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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Johnson & Johnson (J&J)

Kimberly-Clark Corporation
L'Oreal S.A.
The Procter & Gamble Company (P&G)
Unilever PLC
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