

Baby Personal Care Products Market in South Africa 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 South Africa is set to grow at a healthy compound annual growth rate (CAGR) of 9% in the next five years, 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 South Africa baby personal care products market is segmented on the basis of product, and distribution channel. By product, the baby personal care products market in South Africa 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 South Africa is categorized into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

The baby personal care products market is dominated by key players, which are Johnson & Johnson (J&J), Tiger Brands Limited, The Procter & Gamble Company (P&G), Kimberly-Clark Corporation, The Lion Match Company (Pty) 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 South Africa 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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Kimberly-Clark Corporation
The Lion Match Company (Pty) Ltd
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