

# Baby Personal Care Products Market in USA 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 USA is poised to grow by US\$ 1,004 million during 2021-2027, progressing at a CAGR of 3.8% during the forecast period, 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 USA baby personal care products market is segmented on the basis of product, and distribution channel. By product, the baby personal care products market in USA 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 USA. Based upon distribution channel, the baby personal care products market in USA is categorized into specialized stores, supermarkets & hypermarkets, discounters, online platform, others.

Key companies profiled in the report include Kimberly-Clark Corporation, Johnson & Johnson (J&J), The Procter & Gamble Company (P&G), Unilever PLC, Amazon.com Inc., Beiersdorf AG.

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 USA 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)  
The Procter & Gamble Company (P&G)  
Unilever PLC  
Amazon.com Inc.  
Beiersdorf AG  
About StrategyHelix  
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