

# Baby Care Products - Global Market Outlook (2015-2022)

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### **Abstracts**

According to Stratistics MRC, the baby care products market is valued at \$58.43 billion in 2015 and is projected to reach \$102.31 million by 2022 growing at a CAGR of 8.3% from 2015 to 2022. Rapidly increasing baby population in emerging countries is the key driver for the growth of baby care products market. Additionally, changing lifestyle of consumers with increasing disposable income in emerging economies, growing number of working mothers, rising awareness of consumers about child hygiene and increased spending on baby care products are the factors favouring the market growth. However, stringent regulations regarding usage of chemicals and high product development and innovation costs are the factors hindering the market growth.

Baby skin care products and toiletries accounted a major share in baby care products market over the forecast period. At present, the penetration of baby hair care products has smaller market, however this segment is likely to witness highest growth during the forecast period. North America and Europe are the major markets for baby care products. Asia Pacific is expected to witness highest growth on account of rapidly increasing child population, considerably rising disposable incomes and changing lifestyle of consumers in emerging countries such as China and India.

Some of the key players in the global market include Abbott Nutrition, Alliance Boots, Asda Group Ltd., Dabur, Johnson & Johnson, Kimberly-Clark, Nestle, Nivea, Oral B Laboratories Ltd., Procter & Gamble Company, Unilever, Himalaya Drug Company, Wipro, Fisher-Price and Marico.

Baby Cosmetics and Toiletries Covered:

Baby Skin Care Products



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Baby Powder
              Baby Massage Oil
              Body Lotions
              Creams/Moisturizers/Jelly
       Bath Products
              Baby Soaps
              Bubble Bath/Shower gel
       Baby Hair Care Products
              Detangles
                            Baby Shampoo and Conditioner
       Other Cosmetics and Toiletries
              Baby Wipes
              Baby Fragrances/Perfumes
              Diapers
Baby Foods Covered:
       Baby Milk Product
              Desserts
              Animal Milk
              Yogurt
```



Frozen Baby Food

Frozen Fruits Baby Food

Frozen Vegetarian Baby Food

Frozen Non-Vegetarian Baby Food

Baby Juice Market

**Baby Fruit Juice** 

Mixed Juices

Baby Vegetable Juices

Baby Food Snacks

Biscuit/Cookies

Rusks

**Puffs** 

**Baby Food Soups** 

Non-vegetarian soup

Vegetarian soup

Pureed Baby Food

**Baby Fruit Juices** 

Baby Vegetable Juices

**Baby Food Cereals** 



## Baby Safety and Convenience Covered: **Baby Strollers** Baby Car Seats Regions Covered: North America US Canada Mexico Europe Germany France Italy UK Spain Rest of Europe Asia Pacific Japan China India



Australia

	New Zealand	
	Rest of Asia Pacific	
Rest of the World		
	Middle East	
	Brazil	
	Argentina	
	South Africa	
	Egypt	
WHAT OUR REPORT OFFERS:		
Marke	et share assessments for the regional and country level segments	
Marke	et share analysis of the top industry players	
Strate	gic recommendations for the new entrants	
	et forecasts for a minimum of 7 years of all the mentioned segments, sub ents and the regional markets	
	et Trends (Drivers, Constraints, Opportunities, Threats, Challenges, ment Opportunities, and recommendations)	

Strategic recommendations in key business segments based on the market

Company profiling with detailed strategies, financials, and recent developments

Competitive landscaping mapping the key common trends

estimations



Supply chain trends mapping the latest technological advancement



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