

Baby Shampoo & Conditioner Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Medicated, Non-Medicated), By Type (Organic, Non-Organic), By Distribution Channel (Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Specialty Stores, Convenience Stores, Online, and Others (Direct Sales)), By Region, By Company

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Abstracts

The global market for baby shampoo & conditioner is poised for growth in the forecast period, driven by factors such as increasing consumer purchasing power, rapid urbanization, and the escalating demand for organic baby products.

Baby shampoo is a specialized product designed for infants and young children. It is formulated with a composition distinct from regular shampoos, often devoid of soap, and gentler in nature. Apart from cleansing excess oils and impurities from hair, baby shampoo also serves to protect sensitive scalps from dryness and irritation. The market is segmented into non-medicated and medicated variants of baby shampoo & conditioner. Non-medicated products employ various surfactants to cleanse hair, while medicated versions cater to conditions such as psoriasis, seborrheic dermatitis, and scalp infections, featuring components like zinc pyrithione, coal tar, or selenium sulphide.

Market Growth Boosted by Product Launches

Companies are introducing new products to attract customers, driving demand and



supporting the global growth of the baby shampoo & conditioner market. In 2022, Johnson & Johnson unveiled the Vivvi & Bloom hair care line for infants and young children. This product range includes the 2-in-1 Wash & Shampoo Cleansing Gel, crafted with shea butter and natural cleansing agents. The gel addresses dryness and is suitable for sensitive skin. Similarly, BabyChakra launched new baby care items, including a baby shampoo, composed solely of natural and certified organic components, while being vegan and free from harmful substances.

Mergers & Acquisitions as Market Drivers

Companies leveraging strategic approaches, such as mergers and acquisitions, are propelling the global baby shampoo & conditioner market. For example, D2C Brand MyGlamm acquired The Moms Co. in 2022, including its range of baby care products. The Moms Co. aims to increase its revenue and retain its brand autonomy. MyGlamm's acquisition of BabyChakra in 2021 also demonstrates the emphasis on strategic growth through collaboration. The rising collaboration among companies drives the global baby shampoo & conditioner market.

Innovative Marketing Strategies Foster Market Growth

Companies are adopting innovative marketing strategies to drive market demand and growth. For instance, Johnson & Johnson introduced paper-based refill cartons for existing plastic bottles of their baby toiletry products, reducing plastic use. Additionally, R for Rabbit partnered with actress Shriya Saran to launch their Pure & Beyond baby care line, employing new strategies to enhance their market presence.

Organic and Natural Baby Products Drive Demand

The market growth is augmented by the escalating demand for natural and organic baby shampoo and conditioner. Brands like The Moms Co. offer natural baby shampoo, made with coconut-based cleansers and natural oils. Such products are clinically tested for gentleness on baby skin. Similarly, Little's Organix Baby Shampoo utilizes organic ingredients like neem and aloe vera extracts for nourishing delicate hair and scalp.

In conclusion, the global baby shampoo & conditioner market is on an upward trajectory due to a combination of factors including product innovation, strategic alliances, marketing advancements, and the surging demand for organic and natural baby care products.



Market Segmentation

The global baby shampoo & conditioner market is segmented into product type, type, distribution channel, and region. Based on the product type, the market is segmented into medicated and non-medicated. Based on the type, the market is segmented into organic and non-organic. Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, pharmacy & drug stores, specialty stores, convenience stores, online, and others (direct sales). The market analysis also studies regional segmentation to devise regional market segmentation.

Company Profile

Johnson & Johnson Services, Inc., Unilever PLC, Himalaya Wellness Company, The Clorox Company (Burt's Bees), MOTHERCARE (INDIA) LTD., Artsana SpA (Chicco), PZ Cussons (UK) Ltd, Weleda UK Ltd., California Baby®, and Pigeon India Pvt. Ltd, etc. are the major market players in the global platform that lead the market of the baby shampoo & conditioner.

Report Scope:

In this report, the global baby shampoo & conditioner market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Baby Shampoo & Conditioner Market, By Product Type:

Medicated

Non-Medicated

Baby Shampoo & Conditioner Market, By Type:

Organic

Non-Organic

Baby Shampoo & Conditioner Market, By Distribution Channel:

Supermarkets/Hypermarkets



Pharmacy & Drug Stores

Specialty Stores

Convenience Stores

Online

Others

Baby Shampoo & Conditioner Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France



United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global baby shampoo & conditioner market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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