

Plant-Based Baby Products Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Skin Care, Hair Care, Toiletries), By Age (Newborn, Infant, Toddler), By Sales Channel (Supermarket/Hypermarket, Pharmacy/Drug Store, Specialty Store, Convenience Store, Online, Others (Exclusive Store, Direct Sales, etc.)), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The global market for plant-based baby products reached a valuation of USD 28.05 billion in 2022 and is projected to experience substantial growth throughout the forecast period, with a compound annual growth rate (CAGR) of 12.9% until 2028. The recent years have witnessed significant growth in the global plant-based baby products market, primarily driven by the increased demand for baby care products through e-commerce platforms, the rising adoption of plant-based baby skincare products, and the growing income levels coupled with shifting lifestyle preferences on a global scale.

Plant-based baby care products encompass a range of natural and herbal-infused items designed for infants. These products are available across various categories such as skin care, hair care, and toiletries. The skin care segment includes products like lotions, moisturizers, creams, powders, body oils, and sunscreens. The toiletries category comprises diapers, baby wipes, soaps, rash creams, and toothpaste. Additionally, the hair care segment encompasses shampoos, conditioners, and hair oils. The diversity of baby care products varies based on different age groups. These plant-based baby care products can be found in supermarkets, hypermarkets, pharmacies, drug stores,

specialty stores, convenience stores, online platforms, and other sales channels.

Key Market Drivers

Awareness towards Skin-Friendly Products:

The awareness of using skin-friendly products for infants is growing as their skin is delicate, sensitive, and susceptible to irritation. The adverse effects of chemical-based baby care products, such as eczema and diaper-related rashes, are prompting parents to switch to plant-based alternatives. The increasing awareness of skin-friendly options and the availability of affordable plant-based baby care products are expected to drive market growth during the forecast period.

Health and Safety Concerns:

Parents are becoming more cautious about the ingredients used in baby care products. Plant-based products often contain natural ingredients perceived as safer and gentler for babies' sensitive skin. Synthetic chemicals present in traditional products have raised health concerns, leading parents to seek safer options. While plant-based baby care products are generally considered safer and gentler, potential health and safety concerns remain, expanding the market for these products.

Rising Environmental Awareness:

The awareness of environmental issues and the desire to reduce carbon footprints are encouraging consumers to opt for eco-friendly products. Plant-based products typically have a lower environmental impact due to their reliance on renewable resources and reduced use of synthetic materials. Consumers seeking environmentally conscious options often choose baby care products made from sustainable, renewable, and biodegradable ingredients, driving the plant-based baby care products market.

Influence of Social Media and Celebrities:

The influence of social media and celebrity endorsements significantly affects consumer preferences. Public figures promoting plant-based living and products can contribute to the popularity of plant-based baby care items. Celebrity endorsements and usage of plant-based baby care products on social media platforms introduce these products to a wider audience, driving market growth.

Product Innovation:

Manufacturers are continuously developing innovative plant-based formulations to address specific baby care needs, enhancing the appeal of these products. Innovations in plant-based baby care products aim to provide safe, effective, and eco-friendly alternatives to traditional options. Incorporating the latest advancements in natural ingredients, sustainable packaging, and improved functionality drives the market for plant-based baby care products.

Key Market Challenges

Price and Accessibility:

The primary challenge facing the plant-based baby care products industry is the price and accessibility of these products. Plant-based ingredients can be more expensive than synthetic alternatives, leading to higher manufacturing costs and potentially less accessibility for some consumers.

Regulatory Compliance:

Meeting regulatory standards is a significant challenge in developing and marketing plant-based baby care products. Ensuring that plant-based ingredients are safe for use on babies' delicate skin requires thorough evaluation. Strict labeling requirements for baby care products must also be adhered to, hindering market growth.

Key Market Trends

Growing Emphasis on Cruelty-Free and Vegan:

The emphasis on cruelty-free and vegan products is driving the plant-based baby products market. Brands that avoid animal-derived ingredients and animal testing align with consumer values. Parents seek plant-based, natural, and organic ingredients, driving the demand for these products.

Growing Trend of Eco-friendly Packaging:

Sustainability-focused consumers prioritize eco-friendly packaging. Brands are utilizing biodegradable plastics, compostable materials, and plant-based films to minimize

waste. This trend is likely to continue as sustainable product demand rises.

Segmental Insights

Product Type Insights:

The skin care segment is the largest contributor to the plant-based baby products market. Consumer preferences, environmental concerns, health considerations, and evolving beauty trends drive the demand for plant-based skincare products. Plant-based options are perceived as safer for sensitive baby skin.

Age Insights:

The toddler segment holds a significant share in the plant-based baby products market. Toddlers are more active and require personal care products, such as shampoos and soaps, increasing the demand for baby care products.

Regional Insights

North America plays a pivotal role in the global plant-based baby products market due to increased consumer awareness of baby care importance. Rising demand for plant-based and organic baby care products contributes to the market's growth. Initiatives like the American Standards of Care for Newborn Health emphasize baby care, further driving market expansion.

Key Market Players

Himalaya Wellness Company

RINGANA GmbH

The Honest Company

Earth Mama Organics

Verwaltung Hipp GmbH & Co. Vertrieb KG (Hipp)

GAIA Skin Naturals

Krauter Healthcare Ltd

Biotropic Cosmetic

Green People Ltd

GreenKarma, LLC (Baby Mantra)

Report Scope:

In this report, the global plant-based baby products market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Plant-Based Baby Products Market, By Product Type:

Skin Care

Hair Care

Toiletries

Global Plant-Based Baby Products Market, By Age:

Newborn

Infant

Toddler

Global Plant-Based Baby Products Market, By Sales Channel:

Supermarket/Hypermarket

Pharmacy/Drug Store

Specialty Store

Convenience Store

Online

Others

Global Plant-Based Baby Products Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Asia-Pacific

China

India

Japan

South Korea

Australia

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 Plant-Based Baby products market.

Available Customizations:

Global Plant-Based Baby Products Market report with the given market data, Tech Sci 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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