

Baby Health and Personal Care Market Size, Share, and Outlook, 2025 Report- By Type (Baby foods and infant Formulas, Baby diapers, Baby Toiletries, Baby wipes, Baby safety and convenience Products, Others), Distribution Channel (Supermarkets and Hypermarkets, Independent Stores, Specialty Retailers, Online, Others), and Companies, 2021-2032

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Abstracts

Baby Health and Personal Care Market Outlook

The global Baby Health and Personal Care market is expected to register a growth rate of 6.6% during the forecast period from \$6.4 Billion in 2024 to \$10.7 Billion in 2032. The Baby Health and Personal Care market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Baby Health and Personal Care segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Baby foods and infant Formulas, Baby diapers, Baby Toiletries, Baby wipes, Baby safety and convenience Products, Others), Distribution Channel (Supermarkets and Hypermarkets, Independent Stores, Specialty Retailers, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Baby Health and Personal Care markets.

Baby Health and Personal Care Market Insights, 2025

In 2025, the Baby Health and Personal Care Market is characterized by robust growth

driven by increasing parental awareness about infant hygiene, safety, and skin sensitivity. Product portfolios are broadening to include natural and pediatrician-recommended lotions, powders, wipes, and bath products that combine efficacy with mild formulations. The market benefits from technological advancements in microbiome-friendly ingredients and dermatologically tested preservatives that reduce irritation risks. Growing demand for sustainable packaging and cruelty-free certifications further influences purchasing decisions. Market expansion is supported by emerging economies witnessing increased birth rates and improved healthcare access, alongside developed regions prioritizing premiumization and clean-label trends.

Five Trends that will define global Baby Health and Personal Care market in 2025 and Beyond

A closer look at the multi-million global market for Baby Health and Personal Care identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Baby Health and Personal Care companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Baby Health and Personal Care industry?

The Baby Health and Personal Care sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Baby Health and Personal Care Market Segment Insights

The Baby Health and Personal Care industry presents strong offers across categories. The analytical report offers forecasts of Baby Health and Personal Care industry performance across segments and countries. Key segments in the industry include By Type (Baby foods and infant Formulas, Baby diapers, Baby Toiletries, Baby wipes, Baby safety and convenience Products, Others), Distribution Channel (Supermarkets

and Hypermarkets, Independent Stores, Specialty Retailers, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Baby Health and Personal Care market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Baby Health and Personal Care industry ecosystem. It assists decision-makers in evaluating global Baby Health and Personal Care market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Baby Health and Personal Care industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: low growth, reference case, and high growth cases.

Asia Pacific Baby Health and Personal Care Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Baby Health and Personal Care Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Baby Health and Personal Care with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Baby Health and Personal Care market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Baby Health and Personal Care market Insights Executives are most excited about opportunities for the US Baby Health and Personal Care industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Baby Health and Personal Care companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Baby Health and Personal Care market.

Latin American Baby Health and Personal Care market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Baby Health and Personal Care Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Baby Health and Personal Care markets. Designing expansion and marketing strategies to

cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Baby Health and Personal Care markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Baby Health and Personal Care companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Abbott Laboratories, Johnson and Johnson Inc. (Aveeno), Babisil Products Limited, Cotton Babies, Inc., Danone S.A., Edgewell Personal Care Company, Farlin Corporation, Henagon Co., Ltd., The Himalaya Drug Company, Johnson and Johnson, Kimberly-Clark Corporation, L'Oréal S.A., Mead Johnson Nutrition Company (Reckitt Benckiser Group plc), Nestlé S.A., Koninklijke Philips N.V., Pigeon Corporation, Pristine Organics Pvt. Ltd., Procter and Gamble Co., The Clorox Company, Unilever Plc.

Baby Health and Personal Care Market Scope

Leading Segments

By Type

Baby foods and infant formulas

Baby diapers

Baby toiletries

Baby wipes

Baby safety and convenience products

Others

By Distribution Channel

Supermarkets and Hypermarkets

Independent Stores

Specialty Retailers

Online

Others

Leading Companies

Abbott Laboratories

Johnson and Johnson Inc. (Aveeno)

Babasil Products Limited

Cotton Babies, Inc.

Danone S.A.

Edgewell Personal Care Company

Farlin Corporation

Henagon Co., Ltd.

The Himalaya Drug Company

Johnson and Johnson

Kimberly-Clark Corporation

L'Oréal S.A.

Mead Johnson Nutrition Company (Reckitt Benckiser Group plc)

Nestlé S.A.

Koninklijke Philips N.V.

Pigeon Corporation

Pristine Organics Pvt. Ltd.

Procter and Gamble Co.

The Clorox Company

Unilever Plc

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Baby Health and Personal Care Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Baby Health and Personal Care Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL BABY HEALTH AND PERSONAL CARE MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

4.6.1 Intensity of Competitive Rivalry

4.6.2 Threat of New Entrants

4.6.3 Threat of Substitutes

4.6.4 Bargaining Power of Buyers

4.6.5 Bargaining Power of Suppliers

4.7 Baby Health and Personal Care Industry Value Chain Analysis

4.7.1 Stage of Value Chain

4.7.2 Key Activities of Companies

4.7.3 Companies Included in Each Stage

4.7.4 Key Insights

5. BABY HEALTH AND PERSONAL CARE MARKET OUTLOOK TO 2032

5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032

5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032

5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Baby foods and infant formulas

Baby diapers

Baby toiletries

Baby wipes

Baby safety and convenience products

Others

By Distribution Channel

Supermarkets and Hypermarkets

Independent Stores

Specialty Retailers

Online

Others

6. GLOBAL BABY HEALTH AND PERSONAL CARE MARKET OUTLOOK ACROSS GROWTH SCENARIOS

6.1 Low Growth Scenario

6.2 Base/Reference Case

6.3 High Growth Scenario

6. NORTH AMERICA BABY HEALTH AND PERSONAL CARE MARKET SIZE

OUTLOOK

6.1 Key Market Statistics, 2024

6.2 North America Baby Health and Personal Care Market Trends and Growth Opportunities

6.2.1 North America Baby Health and Personal Care Market Outlook by Type

6.2.2 North America Baby Health and Personal Care Market Outlook by Application

6.3 North America Baby Health and Personal Care Market Outlook by Country

6.3.1 The US Baby Health and Personal Care Market Outlook, 2021- 2032

6.3.2 Canada Baby Health and Personal Care Market Outlook, 2021- 2032

6.3.3 Mexico Baby Health and Personal Care Market Outlook, 2021- 2032

7. EUROPE BABY HEALTH AND PERSONAL CARE MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024

7.2 Europe Baby Health and Personal Care Market Trends and Growth Opportunities

7.2.1 Europe Baby Health and Personal Care Market Outlook by Type

7.2.2 Europe Baby Health and Personal Care Market Outlook by Application

7.3 Europe Baby Health and Personal Care Market Outlook by Country

7.3.2 Germany Baby Health and Personal Care Market Outlook, 2021- 2032

7.3.3 France Baby Health and Personal Care Market Outlook, 2021- 2032

7.3.4 The UK Baby Health and Personal Care Market Outlook, 2021- 2032

7.3.5 Spain Baby Health and Personal Care Market Outlook, 2021- 2032

7.3.6 Italy Baby Health and Personal Care Market Outlook, 2021- 2032

7.3.7 Russia Baby Health and Personal Care Market Outlook, 2021- 2032

7.3.8 Rest of Europe Baby Health and Personal Care Market Outlook, 2021- 2032

8. ASIA PACIFIC BABY HEALTH AND PERSONAL CARE MARKET SIZE OUTLOOK

8.1 Key Market Statistics, 2024

8.2 Asia Pacific Baby Health and Personal Care Market Trends and Growth Opportunities

8.2.1 Asia Pacific Baby Health and Personal Care Market Outlook by Type

8.2.2 Asia Pacific Baby Health and Personal Care Market Outlook by Application

8.3 Asia Pacific Baby Health and Personal Care Market Outlook by Country

8.3.1 China Baby Health and Personal Care Market Outlook, 2021- 2032

8.3.2 India Baby Health and Personal Care Market Outlook, 2021- 2032

8.3.3 Japan Baby Health and Personal Care Market Outlook, 2021- 2032

8.3.4 South Korea Baby Health and Personal Care Market Outlook, 2021- 2032

- 8.3.5 Australia Baby Health and Personal Care Market Outlook, 2021- 2032
- 8.3.6 South East Asia Baby Health and Personal Care Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Baby Health and Personal Care Market Outlook, 2021- 2032

9. SOUTH AMERICA BABY HEALTH AND PERSONAL CARE MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Baby Health and Personal Care Market Trends and Growth Opportunities
 - 9.2.1 South America Baby Health and Personal Care Market Outlook by Type
 - 9.2.2 South America Baby Health and Personal Care Market Outlook by Application
- 9.3 South America Baby Health and Personal Care Market Outlook by Country
 - 9.3.1 Brazil Baby Health and Personal Care Market Outlook, 2021- 2032
 - 9.3.2 Argentina Baby Health and Personal Care Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Baby Health and Personal Care Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA BABY HEALTH AND PERSONAL CARE MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Baby Health and Personal Care Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Baby Health and Personal Care Market Outlook by Type
 - 10.2.2 Middle East and Africa Baby Health and Personal Care Market Outlook by Application
- 10.3 Middle East and Africa Baby Health and Personal Care Market Outlook by Country
 - 10.3.1 Saudi Arabia Baby Health and Personal Care Market Outlook, 2021- 2032
 - 10.3.2 The UAE Baby Health and Personal Care Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Baby Health and Personal Care Market Outlook, 2021- 2032
 - 10.3.4 South Africa Baby Health and Personal Care Market Outlook, 2021- 2032
 - 10.3.5 Egypt Baby Health and Personal Care Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Baby Health and Personal Care Market Outlook, 2021- 2032

11. COMPANY PROFILES

- 11.1 Leading 10 Companies

Abbott Laboratories
Johnson and Johnson Inc. (Aveeno)
Babasil Products Limited
Cotton Babies, Inc.
Danone S.A.
Edgewell Personal Care Company
Farlin Corporation
Henagon Co., Ltd.
The Himalaya Drug Company
Johnson and Johnson
Kimberly-Clark Corporation
L'Oréal S.A.
Mead Johnson Nutrition Company (Reckitt Benckiser Group plc)
Nestlé S.A.
Koninklijke Philips N.V.
Pigeon Corporation
Pristine Organics Pvt. Ltd.
Procter and Gamble Co.
The Clorox Company
Unilever Plc
11.2 Overview
11.3 Products and Services
11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options
12.2 Customization Options
12.3 Publisher Details

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