

Baby and Child-Specific Products in Sweden

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Baby and Child-Specific Products in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category benefits from premiumisation but challenges remain Private label winning share with strong value proposition Sales shifting online but with a strong focus on pharmacies

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A brighter outlook for baby and child-specific products despite falling birth rates Parent showing a greater understand of the importance of using baby and child-specific sun care Innovation expected to focus on more targeted solutions and packaging

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