

# **Baby and Child-Specific Products in Sweden**

June 2025

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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

# PROSPECTS AND OPPORTUNITIES

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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