



Euromonitor  
International

# Baby and Child-Specific Products in Indonesia

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth continues, although the falling birth rate prevents a stronger rise  
PZ Cussons Indonesia uses marketing and product development to extend its lead  
Retail e-commerce maintains growth, as consumers value the wide product range

PROSPECTS AND OPPORTUNITIES

Baby wipes and baby and child-specific sun care will offer growth opportunities  
A stronger move towards natural and organic products in the forecast period  
Claims and ingredients will sway consumer choice

CATEGORY DATA

- Table 1 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 6 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
- Table 7 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 8 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 9 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 10 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 11 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Beauty and Personal Care in Indonesia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for beauty and personal care?

MARKET DATA

- Table 12 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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