



Euromonitor
International

Baby and Child-Specific Products in Canada

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health features and gentle ingredients drive innovation in baby and child-specific products
Procter & Gamble Co retains its lead, improving its share through well-established brands
Hypermarkets leads sales and improves its share as consumers appreciate a wide variety at affordable prices

PROSPECTS AND OPPORTUNITIES

Growth is set to accelerate throughout the forecast period as disposable incomes increase
Sustainable ingredients and packaging will be the focus of product innovations
Natural ingredients and products that address specific dermatological needs will become more common

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Beauty and Personal Care in Canada - Industry Overview

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DISCLAIMER

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