

Baby and Child-Specific Products in Germany

July 2024

Table of Contents

Baby and Child-Specific Products in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value sales see decent growth, with sun care the best performer

Sensitive skin is in focus across products for infants

Dermocosmetics also on the rise in baby and child-specific products

PROSPECTS AND OPPORTUNITIES

Players set to compete in eco-friendly areas to win sales in a sluggish environment

Private label set to gain ground over the forecast period

Baby and child-specific sun care to remain dynamic, thanks to hot weather and consumer awareness

CATEGORY DATA

- Table 1 Sales of Baby and Child-specific Products by Category: Value 2018-2023
- Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
- Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
- Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
- Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
- Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
- Table 7 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
- Table 8 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
- Table 9 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
- Table 10 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
- Table 11 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Beauty and Personal Care in Germany - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

- Table 12 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-and-child-specific-products-ingermany/report.