Baby and Child-Specific Products in Austria

June 2025

Table of Contents

Baby and Child-Specific Products in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Innovation and evolving formulations support category growth despite low birth rates

Branded leaders and private label both drive competition

Supermarkets and health stores support strong distribution while e-commerce evolves

PROSPECTS AND OPPORTUNITIES

Demand for baby and child-specific products remains stable despite low birth rates

Premium baby care retains its niche appeal through trust and brand heritage

Innovation will focus on clean label formulations and sustainable materials

CATEGORY DATA

Beauty and Personal Care in Austria - 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

DISCLAIMER

SOURCES

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