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# Baby and Child-Specific Products in Taiwan

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Desire for premium products supports category as birth rate falls
- Johnson & Johnson Taiwan Ltd retains leading position
- Pharmacies lead in the distribution of baby and child-specific products

PROSPECTS AND OPPORTUNITIES

- Desire for premium baby and child-specific products to support category growth
- Adult dermocosmetics brands are increasingly used for babies' skin
- Brands will extend benefits to include emotional wellbeing

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 Taiwan - 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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