

Baby and Child-Specific Products in Italy

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby and child-specific sun care one of the few bright spots as declining birth rates continue to undermine sales Sun care brands thrive as players focus on natural and sustainable solutions

Health and beauty specialists capture a significant share of sales thanks to trusted image

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Sun care likely to remain one of the few bright spots as birth rates continue to fall 'Sephora Kids' trend could present new opportunities for development Players will need to innovate to remain relevant

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