



Euromonitor
International

Baby and Child-Specific Products in Pakistan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Essential demand and herbal-positioned options support growth in 2024
Kenvue Inc leads, with loyalty to its Johnson’s Baby line remaining strong in 2024
E-commerce growth driven by its convenience, wide product range, and flash promotions

PROSPECTS AND OPPORTUNITIES

Growth supported by rising demand for safer, gentler, and herbal formulations
Localisation and affordability will be key drivers
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Beauty and Personal Care in Pakistan - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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