



**Euromonitor
International**

Baby and Child-Specific Products in Portugal

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Parents become increasingly educated about children’s health needs, boosting growth
Procter & Gamble Portugal SA improves its share while focusing on innovation
Supermarkets lose sales to health specialists as skin and allergy concerns rise

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Bespoke and advanced formulations for children’s and babies’ skin is set to drive sales
Products targeting pre-teens could drive growth over the forecast period

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Beauty and Personal Care in Portugal - Industry Overview

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DISCLAIMER

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