



Euromonitor  
International

# Baby and Child-Specific Products in Thailand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Parents prioritise high-quality functional and organic products
- Johnson & Johnson leads with focus on gentle and natural skincare
- Health and personal care stores and retail e-commerce enjoy dynamic growth

PROSPECTS AND OPPORTUNITIES

- Growth of baby and child-specific products to accelerate
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- Players will innovate to provide more sustainable products

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Beauty and Personal Care in Thailand - Industry Overview

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DISCLAIMER

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