



Euromonitor  
International

# Baby and Child-Specific Products in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Segmentation rises in the largest category, baby and child-specific sun care  
The top two players maintain dynamic growth  
Retail e-commerce becomes dominant, at the expense of mother and baby stores

PROSPECTS AND OPPORTUNITIES

Growth will come from premiumisation, as volume sales set to remain stable  
Innovation and marketing likely to drive domestic brands to new heights  
Stricter standards will push safety to the forefront of innovation in baby and child-specific products

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Beauty and Personal Care in China - Industry Overview

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DISCLAIMER

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