



Euromonitor
International

Baby and Child-Specific Products in Croatia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby and child-specific products benefits from a growing focus on the best-suited products for infants
Johnson & Johnson maintains its lead, although private label is hot on its heels
Health and personal care stores remain the preferred channel for baby and child-specific products

PROSPECTS AND OPPORTUNITIES

A positive performance will continue, supported by baseline demand and higher awareness of the best-suited products for infants
E-commerce expected to grow further over the forecast period
Sustainability trends and natural formulas will drive innovations

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Beauty and Personal Care in Croatia - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-and-child-specific-products-in-croatia/report.