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Baby and Child-Specific Products in the Philippines

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Baby and Child-Specific Products in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining birth rate has negative impact on sales, although baby and child-specific suncare products see robust growth

Income disparity influences demand with products and packaging tailored to meet different audiences

Competitive landscape remains relatively consolidated due to faith placed in trusted brands

PROSPECTS AND OPPORTUNITIES

Baby and child-specific products has potential to expand, alongside rising disposable incomes

Established local apparel brands could provide an additional avenue for companies to market their products

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DISCLAIMER

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