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Baby and Child-Specific Products in the US

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby and child-specific products witnesses modest growth in 2024, with the strongest increase for baby and child-specific sun care
Inclusivity influences product launches in baby and child-specific hair care
E-commerce continues to gain share

PROSPECTS AND OPPORTUNITIES

Steady growth anticipated over the forecast period, supported by innovation and more sophisticated formulations
Health and wellness trend will bolster demand for dermocosmetics brands
Gen Alpha’s obsession with skin care could drive the growth of baby and child-specific skin care, but also raises concerns

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Beauty and Personal Care in the US - Industry Overview

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DISCLAIMER

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