



Euromonitor  
International

# Baby and Child-Specific Products in North Macedonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing innovations, premiumisation and higher price points drive value growth  
Procter & Gamble retains its lead with the trusted brand Pampers  
Pharmacists lead distribution while retail e-commerce supports wider availability and choice

PROSPECTS AND OPPORTUNITIES

Positive growth anticipated as baby and child-specific sun care is set to boost sales  
Omnichannel strategies are expected to support ongoing growth for baby and child-specific products  
Environmentally-friendly products are expected to be a rising trend across the forecast period

CATEGORY DATA

- Table 1 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 6 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 7 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 8 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 9 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 10 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Beauty and Personal Care in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for beauty and personal care?

MARKET DATA

- Table 11 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 12 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 13 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 15 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 16 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 17 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 18 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 20 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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-north-macedonia/report](http://www.euromonitor.com/baby-and-child-specific-products-in-north-macedonia/report).