

Baby and Child-Specific Products in Australia

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Baby and Child-Specific Products in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category growth is resilient, with baby and child-specific sun care outperforming Natural is leading attribute within baby and child-specific products Tween beauty trend provides a boost to the category

PROSPECTS AND OPPORTUNITIES

The rise of tween beauty is poised to drive growth of baby and child-specific skin care and hair care

Natural formulations to remain significant, while partnerships will increasingly become a key differentiator

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DISCLAIMER

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