EUROMONITOR INTERNATIONAL | 50 YEARS

# Baby and Child-Specific Products in Australia

## May 2024

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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

E-commerce offers expansion potential

CATEGORY DATA

## Beauty and Personal Care in Australia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

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