

Baby and Child-Specific Products in Poland

May 2023

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Baby and Child-Specific Products in Poland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Growing eco trend in baby and child-specific products

Licensing and interesting new developments around product format in baby and child-specific toiletries are designed to capture the attention of young children

Continued popularity of retail e-commerce especially for products that parents like to keep in stock

PROSPECTS AND OPPORTUNITIES

Negative demographic trends impact category sales over the forecast period

Baby and child-specific toiletries benefits from licensing, while baby and child-specific sun care sales grow thanks to rising awareness of protecting young skin from the sun

Stable competitive landscape as consumers continue to opt for brands that are well known and which inspire trust

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