

Baby and Child-Specific Products in the Czech Republic

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift in lifestyle preferences, as well as growing knowledge amongst parents regarding the significance of using safe and natural products Increasing shift towards cheaper products for children above 3 years-old Sustainability more pronounced

PROSPECTS AND OPPORTUNITIES

Premium, dermocosmetic and sustainable products will continue to drive the category Baby and child-specific sun care set to remain the most dynamic category Private label set to live up to its good reputation

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