

Baby and Child-Specific Products in Saudi Arabia

April 2024

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Baby and Child-Specific Products in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising health and hygiene concerns support demand for baby and child-specific products Johnson's & Johnson continues to lead but faces growing competition Pharmacies continue to lead distribution

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Category sales set to see healthy growth with an increasing focus on natural and sustainable options Retail e-commerce likely to gain a stronger foothold in the market Declining birth rate poses a potential obstacle to stronger growth

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