

Baby and Child-Specific Products in Spain

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sluggish birth rates and activity-focussed spending place downwards pressure on sales

Economic factors also impact sales in baby and child-specific products

Fragmented category holds opportunities for newcomers, such as seen with Mexican specialist brand Ricitos de Oro

PROSPECTS AND OPPORTUNITIES

Socioeconomic and overarching demographic and societal factors will continue to limit sales

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Ongoing need to target product variants to older children and teenagers

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DISCLAIMER

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