

# Baby and Child-Specific Products in the United Kingdom

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Table of Contents

# Baby and Child-Specific Products in the United Kingdom - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Value sales of baby and child-specific products increase as unit prices rise

Consumers looking for most suitable products for their children boost premium sales

Retail offline remains essential for purchases of baby and child-specific products

### PROSPECTS AND OPPORTUNITIES

UK's declining birth rate set to prevent significant expansion of baby and child-specific products over forecast period Natural trend to push reduction of ingredients and increase focus on natural origins

Product development will be influenced by rising importance of wellness routines

### **CATEGORY DATA**

- Table 1 Sales of Baby and Child-specific Products by Category: Value 2018-2023
- Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
- Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
- Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
- Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
- Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
- Table 7 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
- Table 8 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
- Table 9 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
- Table 10 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
- Table 11 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

# Beauty and Personal Care in the United Kingdom - 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

- Table 12 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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