

# Baby and Child-Specific Products in Ukraine April 2024

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# Baby and Child-Specific Products in Ukraine - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Baby and child-specific 2023 recovery stymied by falling birth rate and emigration Baby and child-specific sun care records the strongest growth in 2023 Johnson & Johnson a stronger leader

# PROSPECTS AND OPPORTUNITIES

Recovery of the birth rate will help drive growth in baby and child-specific products Sun care will be most dynamic but unable to return to pre-war sales levels Private label share expected to remain relatively low

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