

Baby and Child-Specific Products in South Africa

May 2024

Table of Contents

Baby and Child-Specific Products in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

More dynamic value growth driven by further price increases in 2023

Consumers stockpile baby and child-specific products when on promotion

Consumers remain loyal to products that work for their children

PROSPECTS AND OPPORTUNITIES

Natural ingredients to remain a priority for local consumers

Private label to become increasingly competitive

Consumers make more strategic decisions in terms of distribution channels

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 South Africa - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-and-child-specific-products-in-south-africa/report.