

# Baby and Child-Specific Products in the Philippines

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Declining birth rate has negative impact on sales, although baby and child-specific suncare products see robust growth

Income disparity influences demand with products and packaging tailored to meet different audiences

Competitive landscape remains relatively consolidated due to faith placed in trusted brands

#### PROSPECTS AND OPPORTUNITIES

Baby and child-specific products has potential to expand, alongside rising disposable incomes

Established local apparel brands could provide an additional avenue for companies to market their products

Oral care offers growth opportunities for baby and child-specific products

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