

Baby and Child-Specific Products in Ireland April 2024

Table of Contents

Baby and Child-Specific Products in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stable results as consumers continue to invest in specific products for children Sun care posts the strongest results as parents prioritise children's health Johnson & Johnson retains its lead while private label gains ground

PROSPECTS AND OPPORTUNITIES

Declining birth rates challenge sales, while the government aims to improve fertility rates

The rising age of mothers at first childbirth supports higher expenditure

Added-value claims to drive retail value sales as premiumisation rises

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 Ireland - 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

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