

# Baby and Child-Specific Products in Japan

April 2024

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

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Greater mobility and increased demand for sun care drive growth Growth in premiumisation, and the entry of premium brands K-Beauty emerges in baby and child-specific products

# PROSPECTS AND OPPORTUNITIES

While declining birth rate will negatively impact sales in the long term, skin care and sun care set to grow over the forecast period Involving parents in promotions

Cultivating brand loyalty through special care for postpartum women

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