

Baby and Child-Specific Products in India

July 2023

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Baby and Child-Specific Products in India - Category analysis

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2022 DEVELOPMENTS

Competition intensifies on the back of funding and acquisitions

Brands leverage claims to attract parents increasingly conscious of product safety and efficacy

Developing an e-commerce ecosystem benefits baby and child-specific products

PROSPECTS AND OPPORTUNITIES

Premiumisation set to be driven by well-informed modern parents

Growth potential due to significant population base aged 0-11, along with white space in child-specific products

Brands increasingly position combo products as gift items to drive uptake in urban areas

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DISCLAIMER

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