



# Baby and Child-Specific Products in Ethiopia

June 2026

Table of Contents

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

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

High Prices Reshape Consumer Behaviour and Sales Growth Dynamics

#### INDUSTRY PERFORMANCE

High Prices Reshape Consumer Behaviour and Sales Growth Dynamics

Jiji E-Commerce Expands Brand Access Amid Premium Pricing Pressures

Doka'S Natural Children'S Haircare Meets Health-Conscious Demand

Chart 1 - Doka Introduces Children Cosmetics Brand

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

#### WHAT'S NEXT?

Rising Urban Demand and Income to Growth Drive Expansion

Local Producers to Embrace Natural Formulations and Meet Health-Conscious Demand

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Nunu and Johnson Maintain Dominance as Market Consolidates

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

#### CHANNELS

Grocery Retailers Lead Supported by Trust and Product Range

Retail E-Commerce Rapidly Expands Reach

Chart 9 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 10 - Economic Context for Baby and Child-Specific Products

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 13 - Consumer Context for Baby and Child-Specific Products

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Ethiopia - Industry Overview](#)

#### EXECUTIVE SUMMARY

Young Consumers and Social Media Fuel Growth Despite Affordability Challenges

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Young Consumers and Social Media Fuel Growth Despite Affordability Challenges

Bath and Shower Leads Sales Driven by Affordability and Mass Appeal

Local Brands Embrace Inclusivity and Natural Ingredients

Chart 18 - Afriherbal Introduces Body Lotion

Lifestyle-Driven Beauty Accelerates Premium Product Popularity

Chart 19 - Ht Cosmetics Offers Carrot Oil Creme

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

## WHAT'S NEXT?

Price-Sensitivity and Affordability Pressures to Reshape Growth Trajectory

Chart 23 - What'S Next? for Beauty and Personal Care

Bath and Shower Set to Maintain Sales Lead through Affordability

Natural Ingredients and Informal Trade to Shape Future Dynamics

Social Media Set to Drive Beauty and Personal Care

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Maintain Positions Amid Gradual Market Share Erosion

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

## CHANNELS

Grocery Retailers Maintain Distribution Lead

Retail E-Commerce Expands Niche Opportunities

Chart 28 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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 focussing 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-ethiopia/report](http://www.euromonitor.com/baby-and-child-specific-products-in-ethiopia/report).