



Baby and Child-Specific Products in Belgium

April 2023

Table of Contents

Baby and Child-Specific Products in Belgium - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong value sales growth for baby and child-specific products in 2022, as many parents prefer high-quality natural products for babies

Baby and child-specific sun care in high demand in 2022, thanks to weather and consumers' willingness to travel

Baby and child-specific premium dermocosmetics continue to gain brand share

PROSPECTS AND OPPORTUNITIES

Likely price spike will entail volume sales contraction in 2023 and 2024

Baby and child-specific sun care to remain dynamic over the forecast period thanks to hot weather and consumer awareness

Dermocosmetics baby and child-specific premium products to continue gaining value share, especially over the second half of the forecast period

CATEGORY DATA

Table 1 - Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 6 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 7 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 8 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 9 - Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 10 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 11 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

Beauty and Personal Care in Belgium - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 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 2017-2022

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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-belgium/report.