



Baby and Child-Specific Products in Denmark

May 2022

Table of Contents

Baby and Child-Specific Products in Denmark - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Demand for baby and child-specific products rebounds
Travel recovery boosts demand for sun care
Private label strengthens in popularity among Danish parents

PROSPECTS AND OPPORTUNITIES

Good growth ahead as life returns to normal, while private label will continue to gain popularity
Danes seek out more natural, ethical baby and child-specific products
E-commerce sales driven by demand for convenience

CATEGORY DATA

Table 1 - Sales of Baby and Child-specific Products by Category: Value 2016-2021
Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2016-2021
Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2016-2021
Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2017-2021
Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2018-2021
Table 6 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2018-2021
Table 7 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2018-2021
Table 8 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2018-2021
Table 9 - Forecast Sales of Baby and Child-specific Products by Category: Value 2021-2026
Table 10 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2021-2026
Table 11 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2021-2026

Beauty and Personal Care in Denmark - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?
Chart 1 - Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026
Chart 2 - Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2016-2021
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2017-2021
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2017-2021
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021
Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2016-2021
Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2021
Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026
Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

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-denmark/report.