Baby and Child-Specific Products in the Philippines - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite declining birth rates, the market has strong growth potential due to increasing disposable income
Competitive landscape remains relatively consolidated due to faith placed in trusted brands
Income disparity influences demand with products and packaging tailored to meet different audiences

PROSPECTS AND OPPORTUNITIES

Baby and child-specific products has potential to expand from new products with natural ingredients to baby cologne and beyond
Established local apparel brands could provide an additional avenue for companies to market their products
Insect repelling ingredients offer growth opportunities for baby and child-specific products

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 - GBO 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 the Philippines - 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
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