



# Baby and Child-Specific Products in Indonesia

April 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Healthy performance in 2023, despite further decline in national birth rate, with innovation driving growth in baby wipes

Organic and natural-based ingredients garner greater attention, as they are perceived as being safer choices

Manufacturers seek to build trust through online channels

#### PROSPECTS AND OPPORTUNITIES

Healthy outlook for baby and child-specific products

Education will play a key role in expanding sales

Organic/natural based ingredients will be increasingly popular, as manufacturers look to follow environmentally sustainable processes

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