



# Baby and Child-Specific Products in Germany

June 2023

Table of Contents

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

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Growth momentum continues in 2022

Baby dermocosmetics hold a strong position

Baby and child-specific sun care sees the most dynamic performance

#### PROSPECTS AND OPPORTUNITIES

Low birth rate is the biggest threat to growth

Higher impact from older children and teenagers

Baby and child-specific sun care set to continue to see the most dynamic growth

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