



# Baby and Child-Specific Products in Singapore

April 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Declining birth rate does not dampen growth  
Baby and child-specific sun care sees the strongest volume growth  
Natural, organic, and dermocosmetics claims are gaining momentum

#### PROSPECTS AND OPPORTUNITIES

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It is important for brands to cultivate and maintain trust  
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