



# Baby and Child-Specific Products in Poland

May 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Robust value growth in baby and child-specific sun care continues  
Dermocosmetics maintain a strong position in baby and child-specific products  
Surge in sustainable baby and child-specific products

#### PROSPECTS AND OPPORTUNITIES

Steady value growth expected, although volume sales to be impacted by falling population of children  
Private label share set to rise further  
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