

# Baby and Child-Specific Products in the Czech Republic

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Shift in lifestyle preferences, as well as growing knowledge amongst parents regarding the significance of using safe and natural products

Increasing shift towards cheaper products for children above 3 years-old

Sustainability more pronounced

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Premium, dermocosmetic and sustainable products will continue to drive the category

Baby and child-specific sun care set to remain the most dynamic category

Private label set to live up to its good reputation

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