



Baby and Child-Specific Products in Italy

May 2024

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Baby and Child-Specific Products in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong price increases impact volume sales but the end of pandemic restrictions provides a boost to demand
Focus on protection and a longer summer boosts sales of baby and child-specific sun care
Sustainable and natural products continue to see growing demand while skin hydration becomes a growing claim

PROSPECTS AND OPPORTUNITIES

Falling birth rates present a significant threat to the future of baby and child-specific products
E-commerce and drugstores set to gain share, as other channels limit their offerings in the category
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DISCLAIMER

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