



Baby and Child-Specific Products in the US

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Baby and Child-Specific Products in the US - Category analysis

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2023 DEVELOPMENTS

Baby and child-specific products witnesses value growth in 2023, with the highlight being baby and child-specific sun care

Brands leverage claims to attract parents increasingly conscious of product safety and efficacy

Addressing the needs of melanin-rich skin with specialised products

PROSPECTS AND OPPORTUNITIES

Premiumisation will help boost value growth

Gen Alpha's obsession with skin care set to drive growth for baby and child-specific skin care

Sustainability claims to gain further momentum in baby and child-specific products

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DISCLAIMER

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