

# Baby and Child-Specific Products in India

July 2024

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Baby and child-specific products continues to see growth despite the slowdown in the birth rate

Johnson & Johnson (India) retains its leading position, and prioritises ingredient transparency

Natural and clean beauty claims continue to have significant importance amongst parents

#### PROSPECTS AND OPPORTUNITIES

Growing number of dual-income households set to boost sales of baby and child-specific products

Expansion of D2C brands into the category to drive growth in the forecast period

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