Global Baby Shampoo and Conditioner Market 2015-2019

Description: Market outlook of the baby shampoo and conditioner market

The market research analyst predicts the baby shampoo and conditioner market to grow at a CAGR of 6% during the forecast period. The rising disposable income due to the increase in participation of women in the workforce and the decreasing infant mortality rate are the growth drivers of this market. According to the World Bank data, the global infant mortality rate has reduced to 33.6 deaths per 1,000 live births during 2013. The increased awareness towards infant hygiene and sanitation have boosted the sales of baby shampoo and conditioners worldwide.

The rising demand for natural and organic baby shampoo and conditioners is also anticipated to contribute to the market growth during the forecast period. The growing awareness of the problems caused by synthetic products is leading to high demand for toxin and paraben free products for babies. For instance, some of the vendors who offer natural and organic baby shampoo and conditioners are Johnson & Johnson, Earth Mama Angel Baby, and Aveeno.

Competitive landscape and key vendors

The baby shampoo and conditioner market is highly competitive with the presence of well-diversified international and regional vendors. The market is witnessing an increase in consolidations due to competition. The report anticipates a rise in the influx of private vendors in this market during the forecast period.

The key vendors in the market are

- Beiersdorf
- Johnson & Johnson
- L’Oreal
- Unilever

Other vendors in the market include Burt's Bees, California Baby, Chicco, Earth Mama Baby Angel, Himalaya Wellness, Mothercare, Pigeon, PZ Cussons, and Weleda.

Product segmentation and analysis of the baby shampoo and conditioner market

- Medicated
- Non-medicated

The non-medicated baby shampoo and conditioner segment dominated the market during 2014, accounting for around 82% of the market share. These products are offered in different colors and varieties, are lower priced, and can also be used as a body wash making them a popular choice among parents.

Segmentation by distribution channel and analysis of the baby shampoo and conditioner market

- Physical stores
- Online

Physical stores accounted for nearly 72% of the market during 2014. The physical store segment includes supermarkets/hypermarkets, convenience stores, specialty stores, and drug stores. However, the report predicts that the physical store segment will lose its share to the online segment during the forecast period due to the rapid growth in online retailing.

Geographical segmentation and analysis of the baby shampoo and conditioner market

- APAC
- EMEA
- Latin America
North America

EMEA was the dominant region during 2014 with a market share of around 36% in the global baby shampoo and conditioner market. The report predicts this region to lose its market share to APAC by the end of 2019. European countries are experiencing market saturation due to the high penetration by the existing vendors in the market. The declining birth rates and an increase in the number of single-child households is also expected to deter the market growth in this region.

Key questions answered in the report include:
- What will the market size and the growth rate be in 2019?
- What are the key factors driving the global baby shampoo and conditioner market?
- What are the key Market trends impacting the growth of the baby shampoo and conditioner market?
- What are the challenges to market growth?
- Who are the key vendors in the baby shampoo and conditioner market?
- What are the market opportunities and threats faced by the vendors in the global baby shampoo and conditioner market?
- Trending factors influencing the market shares of APAC, EMEA, Latin America, and North America?
- What are the key outcomes of the five forces analysis of the global baby shampoo and conditioner market?

Related reports:
- Global Baby Bath Products Market 2015-2019
- Global Baby Diaper Market 2015-2019
- Global Baby Bottle Sterilizer Market 2015-2019

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