

# Baby and Child-Specific Products in Brazil

July 2023

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

### **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Baby and child-specific products shows growth in 2022, with the highlight being essential categories Consumer demand for greater diversity, sustainability and gifts shapes players' strategies

Trust is a key element that maintains the lead of Johnson & Johnson and Natura Cosméticos

## PROSPECTS AND OPPORTUNITIES

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