

Baby and Child-Specific Products in Singapore

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Baby and Child-Specific Products in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining birth rate does not dampen growth Baby and child-specific sun care sees the strongest volume growth Natural, organic, and dermocosmetics claims are gaining momentum

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Mass brands dominate, but premiumisation is a growing trend It is important for brands to cultivate and maintain trust E-commerce set to further penetrate baby and child-specific products

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DISCLAIMER

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