



Baby and Child-Specific Products in Estonia

April 2024

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Baby and Child-Specific Products in Estonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail volume growth despite ongoing price inflation
Sun care is in demand as socialising and travel increases following COVID-19
Procter & Gamble retains the lead with well-established brand Pampers

PROSPECTS AND OPPORTUNITIES

While low birth rates challenge the landscape, purchasing power is set to recover
Skin care to remain a key growth driver, with innovation shaping the landscape
Private label could increase its foothold as pharmacies are also set to gain share

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Beauty and Personal Care in Estonia - Industry Overview

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DISCLAIMER

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