



Baby and Child-Specific Products in India

July 2024

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Baby and Child-Specific Products in India - Category analysis

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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

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