



Euromonitor  
International

# Baby and Child-Specific Products in Peru

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby and child-specific products grow as baby wipes benefit from versatility  
Kimberly-Clark del Perú SA leads, while Johnson & Johnson del Perú SA stands out  
Small local grocers continue to lead sales, but lose share as pharmacies gain ground

PROSPECTS AND OPPORTUNITIES

Growth is set to benefit from the high dynamism of baby wipes  
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Beauty and Personal Care in Peru - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baby-and-child-specific-products-in-peru/report](http://www.euromonitor.com/baby-and-child-specific-products-in-peru/report).