



Euromonitor
International

Baby and Child-Specific Products in Israel

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High birth rates mitigate downturn caused by challenging economic conditions
Kimberly-Clark retains overall lead due to strength of Huggies brand in baby wipes
Distribution value share held by discounters rises amidst increased price-sensitivity

PROSPECTS AND OPPORTUNITIES

High birth rates and rising health-consciousness will remain core growth drivers
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Products with natural claims set to become more popular and widely available

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Beauty and Personal Care in Israel - Industry Overview

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DISCLAIMER

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