



Euromonitor
International

Baby and Child-Specific Products in Dominican Republic

June 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Dominican Parents Embrace Eco-Conscious Products, Shaping Spending Habits
Baby Wipes Lead Value Sales as Biodegradable Options Gain Traction
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Scientific Claims and Private Label Growth Redefine Consumer Choices and Brand Loyalty
Chart 2 - Value Sales 2020-2030
Chart 3 - Volume Sales 2020-2030
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Parents Expected to Adapt Spending Amid Slowing Births and Moderate Income Growth
Baby Wipes Set to Continue Leading Value Sales, While Sun Care Experiences Rapid Growth
Health-Focused Parents and Private Label Growth Anticipated to Reshape Product Demand
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COMPETITIVE LANDSCAPE

Johnson & Johnson and Kimberly-Clark Strengthen Leadership Amid Rising Value Competition
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CHANNELS

Grocery Retailers Expand Reach, While Private Label Gains Traction
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Beauty and Personal Care in Dominican Republic - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Driven by Preventive Health and Evolving Consumer Sophistication

Hair Care Leads Value Sales, While Colour Cosmetics Exhibits Rapid Growth

Sesderma Leverages Healthy-Longevity Trend to Drive Premium Skin Care Innovation

Chart 17 - Healthy-Longevity Mindset Fuels Demand for Pro-Aging Solutions as Sesderma Introduces Retisil

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WHAT'S NEXT?

Dominicans Expected to Embrace Preventive Health, Fuelling Steady Growth

Hair Care Set to Lead Value Sales, While Colour Cosmetics Accelerates Growth

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Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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Chart 24 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Continue to Lead Despite Diversification in the Distribution Landscape

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E-Commerce Growth Driven by Omnichannel Strategies and Premium Consumer Demand

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ECONOMIC CONTEXT

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Chart 27 - Real Gdp Growth 2020-2030

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