



Euromonitor
International

Baby and Child-Specific Products in Uganda

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Rising Incomes and Demographic Trends Fuel Robust Growth in Baby Care Products

Baby Wipes Lead Volume Sales Driven by Urban Demand

Nexton'S Inclusive Baby Line Exemplifies Shift to Diversity

Chart 1 - Nexton Introduces Inclusive Baby Products

Johnson'S Baby Caters to Demand for Sustainability and Clean Formulations

Chart 2 - Johnson's Introduces Sustainable Packaging

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Innovation and Health Consciousness to Drive Category Growth

Baby and Child-Specific Skin Care to Lead Sales While Baby Wipes Spearhead Volume

Brands Embracing Sustainability and Organic Trends to Gain Competitive Advantage

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Movit and Johnson Maintain Lead through Local Trust and Global Reputation

Kimberly-Clark'S Acquisition of Kenvue Reshapes Market Dynamics

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Sales with Broad Accessibility

Retail E-Commerce Surges through Convenience and Expanding Assortment

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Baby and Child-Specific Products

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Baby and Child-Specific Products

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Uganda - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Rising Urban Youth and Income Drive Premiumisation and Digital Influence

Oral Care Leads Growth as Bath and Shower Records Highest Sales

La Belle'S Multifunctional Hairspray Exemplifies Clean Reimagined

Chart 19 - La Belle Launches Multifunctional Hairspray

Inclusive Shade Ranges Redefine Uganda'S Colour Cosmetics

Chart 20 - Mb Cosmetics Amsterdam Introduces Chic Lip Gloss

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Young, Digitally Engaged Consumers to Drive Growth and Premiumisation

Hair Care to Lead Sales While Colour Cosmetics Show Fastest Growth

Chart 24 - Analyst Insight for Beauty and Personal Care

Natural Products and Price-Sensitivity to Reshape Purchasing and Marketing Strategies

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Positions Amid Growing Local Competition

Strategic Acquisitions Propel Sustainability in Beauty and Personal Care

Emerging Local Brands and Innovative Launches Fuel Growth and Consumer Engagement

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Sales as Supermarkets Gain Urban Share

Pop-Up Stores and Professional Collaborations Foster Consumer Engagement and Education

Retail E-Commerce Expands Access to Niche Brands and Convenience

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/baby-and-child-specific-products-in-uganda/report.