



Euromonitor
International

Baby and Child-Specific Products in the United Kingdom

May 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Baby and Child-Specific Products

INDUSTRY PERFORMANCE

Childs Farm Leverages Bluey Partnership to Boost Family Loyalty

Chart 2 - Themed Packaging Builds Trust and Engagement

Rising Temperatures Drive Demand for Paediatric Sun Protection

Save Face Pushes for Regulation as Child Skin Routines Evolve

Chart 3 - Save Face Tackles the Use of Adult Skin Care Products on Children

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Parents to Prioritise Gentle Routines as Premium Products Outpace Birth Trends

Gentle, Natural and Microbiome-Friendly Products Redefine Family Care Routines

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Leverages Wipes Leadership as Smaller Brands Gain Ground

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Retail E-Commerce Accelerates as Parents Shift to Digital Convenience

Automated Repeat Purchases and Fast Delivery Drive Online Loyalty

Chart 11 - Analyst Insight for Baby and Child-Specific Products

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Baby and Child-Specific Products

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Baby and Child-Specific Products

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Coty Leverages Storytelling to Boost Premium Fragrance Spending

Coola and Neutrogena Reshape Routines with Science and Wellness

Chart 21 - Lifestyle Led Launches Reinforce Beauty as Daily Self Expression in the UK

Dyson and the Ordinary Drive Ingredient Transparency and Trust

Chart 22 - Clean Beauty Evolves Through Ingredient Transparency and Gentle Innovation

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Premium and Hybrid Brands to Secure Long-Term Consumer Loyalty

Fragrances Outpace Rivals as Premiumisation Drives Value Gains

Ingredient-Led Innovation and Global Brands Reshape Expectations

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Expands Science-Led Brands as Procter & Gamble Loses Ground

Unilever and L'Oréal Use Acquisitions to Drive Premium Growth

Chart 28 - Analyst Insight for Beauty and Personal Care

Neutrogena and Dyson Advance Science-Led and Transparent Innovation

Chart 29 - Science Led Demand Drives the Rise of Longevity

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Kérastase and Medicube Blend Digital and Physical Retail to Drive Engagement

Medicube and Ai-Powered Recommendations Accelerate Digital Discovery

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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-the-united-kingdom/report.