



**Euromonitor
International**

Baby and Child-Specific Products in Portugal

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Value-Driven Growth Shapes Demand Amid Demographic Constraints

Chart 1 - Clean And Barrier-Focused Baby Care Drives Portfolio Expansion And New Product Launches

Skin Care Leads Growth as Parents Prioritise Skin Protection

Chart 2 - Wells Expands Its Kids Offer As Added-Value Channels Continue To Gain Share

Brands Enhance Credibility through Education and Added-Value Channels

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Innovate to Meet Specific Skin Needs Amid Demographic Limits

Premiumisation and Transparency to Reshape Retail and Innovation Dynamics

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Maintain Lead Amid Evolving Market Dynamics

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Outstrip Supermarkets as Parents Demand Added Value

E-Commerce Growth Intensifies Competition and Shapes Product Focus Online

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 Portugal - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Portuguese Consumer Sophistication and Market Polarisation Shape Growth Dynamics

Chart 19 - Targeted Skincare Innovation: Diadermine's Lift + Derma Protect Vitamin D Range

Skin Care Leads Value with Colour Cosmetics Accelerating Innovation and Demand

Chart 20 - Sustainability In Practice: O Boticário Releases Boti Recicla In Portugal

O Boticário'S Circular Economy Initiative Boosts Sustainability Engagement

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Scientific Innovation and Consumer Sophistication to Fuel Sustained Growth

Digital Personalisation and Trust-Based Claims to Reshape Consumer Engagement

Chart 24 - Analyst Insight for Beauty and Personal Care

Sustainability and Science-Led Innovation to Drive Premiumisation and Market Differentiation

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Leverage Portfolio Diversity and Innovation to Sustain Lead

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Specialised Health and Beauty Stores Gain Ground as Grocery Retailers Lose Share

Chart 29 - Wells Opens The Largest Beauty Store In The Country

E-Commerce Growth Reshapes Product Access and Consumer Convenience

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-portugal/report.