



# Baby and Child-Specific Products in Ukraine

April 2024

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## Baby and Child-Specific Products in Ukraine - Category analysis

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Baby and child-specific 2023 recovery stymied by falling birth rate and emigration

Baby and child-specific sun care records the strongest growth in 2023

Johnson & Johnson a stronger leader

#### PROSPECTS AND OPPORTUNITIES

Recovery of the birth rate will help drive growth in baby and child-specific products

Sun care will be most dynamic but unable to return to pre-war sales levels

Private label share expected to remain relatively low

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