

Baby and Child-Specific Products in the Czech Republic

April 2024

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Baby and Child-Specific Products in the Czech Republic - Category analysis

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2023 DEVELOPMENTS

Shift in lifestyle preferences, as well as growing knowledge amongst parents regarding the significance of using safe and natural products

Increasing shift towards cheaper products for children above 3 years-old

Sustainability more pronounced

PROSPECTS AND OPPORTUNITIES

Premium, dermocosmetic and sustainable products will continue to drive the category

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DISCLAIMER

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