

# Personal Care Products for the Maternity in US 2016 Market Expected to Grow at CAGR 2.37% and Forecast to 2020

PUNE, INDIA, December 16, 2016  
/EINPresswire.com/ --

WiseGuyReports.Com Publish a New Market Research Report On – “Personal Care Products for the Maternity in US 2016 Market Expected to Grow at CAGR 2.37% and Forecast to 2020”.

The analysts forecast [the personal care products for maternity](#) market in the US to grow at a CAGR of 2.37% during the period 2016-2020.

The personal care products for maternity market is a sub-segment of the overall personal care market based on product use by a specific target audience. This sub-segment includes six product categories: skin care, hair care, oral hygiene, bath, sun care, and depilatory products.

BPC manufacturers focus on enhancing brand and brand recall to generate repeat purchases among consumers. In the maternity market, this is important as women who find a product safe for use during their pregnancy are likely to continue their use even after the birth of their babies. These customers are also more likely to prefer products of the same brand for their children. Brand loyalty, therefore, plays a significant role in market growth. Johnson & Johnson is a prime example of a vendor that offers skin care lines for both mothers and babies.

Get Sample Report @ <https://www.wiseguyreports.com/sample-request/494896-personal-care-products-for-the-maternity-market-in-the-us-2016-2020>

For more information or any query mail at [sales@wiseguyreports.com](mailto:sales@wiseguyreports.com)

Covered in this report

The report covers the present scenario and the growth prospects of the personal care products for maternity market in the US for 2016-2020. To calculate the market size, the report considers revenue generated from the retail sales of maternity personal care products, which include:

- Skin care products
- Hair care products
- Oral hygiene products



- Bath products
- Sun care
- Depilatory products

The report, Personal Care Products for Maternity Market In the US 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

#### Key vendors

- Johnson & Johnson
- L'Oréal
- Procter & Gamble
- Unilever
- Estée Lauder

#### Other prominent vendors

- Amway
- Avon Products
- Cadiveu Professional USA
- Chatters Canada
- Clarins Group
- Combe
- Conair
- Coty
- Edgewell Personal Care
- Henkel
- Kao
- Markwins Beauty Products
- Revlon
- Shiseido

#### Market driver

- Changing lifestyles and shopping habits
- For a full, detailed list, view our report

Complete Report Details @ <https://www.wiseguyreports.com/reports/494896-personal-care-products-for-the-maternity-market-in-the-us-2016-2020>

#### Market challenge

- Decreasing fertility rate
- For a full, detailed list, view our report

#### Market trend

- Rise in use of multifunctional products
- For a full, detailed list, view our report

#### Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

## Table Of Contents – Major Key Points

### PART 01: Executive summary

- Highlights

### PART 02: Scope of the report

- Market overview
- Key-vendor offerings

### PART 03: Market research methodology

- Research methodology
- Economic indicators

### PART 04: Introduction

- Key market highlights

### PART 05: Country profile: US

- Economic indicators

### PART 06: Market landscape

- Market overview
- Five forces analysis

### PART 07: Market segmentation by product type

- Segmentation of personal care products for maternity market in US by product type

### PART 08: Market drivers

- Consumers' high awareness and increased spending power
- Expansion of distribution channels
- Changing lifestyles and shopping habits

### PART 09: Impact of drivers

### PART 10: Market challenges

- Decline in birth rate
- Decreasing fertility rate
- Absence of paid maternity leaves

### PART 11: Impact of drivers and challenges

### PART 12: Market trends

- Increase in demand for natural personal care products
- Rise in use of multifunctional products
- Improvements in labeling and packaging
- Rise in number of private label brands
- E-retailing and social media marketing

.....CONTINUED

For more information or any query mail at [sales@wiseguyreports.com](mailto:sales@wiseguyreports.com)

Buy 1-User PDF @ [https://www.wiseguyreports.com/checkout?currency=one\\_user-USD&report\\_id=494896](https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=494896)

### ABOUT US:

Wise Guy Reports is part of the Wise Guy Consultants Pvt. Ltd. and offers premium progressive

statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe. Wise Guy Reports features an exhaustive list of market research reports from hundreds of publishers worldwide. We boast a database spanning virtually every market category and an even more comprehensive collection of market research reports under these categories and sub-categories.

Norah Trent  
wiseguyreports  
+1 646 845 9349 / +44 208 133 9349  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.