

# Plant-based Baby Care Products Market Expected to Reach \$80.2 Billion by 2031 | Gaia Skin Natural, Baby Mantra, Chicco

*Most common moisturizers include harmful chemicals like parabens which can be unsafe for the baby's skin and cause irritation.*

PORTLAND, 5933 NE WIN SIVERS DRIVE, UNITED STATES, September 18, 2023 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Plant-based Baby Care Products Market](#)," The plant-based baby care products market size was valued at \$24.5 billion in 2021, and is estimated to reach \$80.2 billion by 2031, growing at a CAGR of 12.9% from 2022 to 2031.



Plant oils and extracts are used to create plant-based baby skincare, haircare and food and beverage products. Players operating in the plant based baby care products chose to offer organic, plant-based skin care, hair care, and wellness products instead of using these animal-derived components because they are manufactured using botanical actives such as essential oils, plant waxes, and by-products from plants.

Parents choose baby care products such as body washes, diaper creams, and baby wipes that are created from plant-based and organic components as a result of increased worries about infants' fragile and sensitive skin. In addition, these items provide a host of advantages that aid in the treatment of skin allergies, discomfort, rashes, and other comparable skin-related conditions. Such occurrences are probably going to greatly accelerate market growth during the forecast period. The COVID-19 pandemic has affected consumer purchasing habits and disturbed the supply chain. According to Johnson & Johnson Consumer Inc.'s annual report, the baby care market experienced a 9.4% fall in 2020 compared to 2019. The COVID-19, SKU optimization, and other issues were cited by the corporation as contributing to the decline. On the contrary, it has been seen that, people were highly inclined to the plant based personal care and food & beverages products during the COVID-19 period, which boosted the demand for plant-based baby care products market share in 2020.

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The launch of new products with improved capabilities have been launched by leading market players. They have added plant-based necessary ingredients to improve the quality of baby care products. The following example for recently launched a new product in the existing market and gain success in the short term. Baby Bum is a plant-based skincare line free of parabens, phthalates, and colors. Numerous of the products are formulated using ocean minerals, monoi coconut oil, banana, aloe, and white ginger, a few of their few ingredients from the Sun Bum line. The line has a natural scent (a mix of green coconut, sweet vanilla, and tonka bean) and fragrance-free alternatives.

For market analysis, the plant-based baby care products market share is segmented into product type, age, distribution channel, and region. By product type, it is segregated into skin care, hair care, food & beverage, and others. On the basis of age, the market is categorized into newborn, infant, and toddler. On the basis of distribution channel, the market is fragmented into hypermarket & supermarket, pharmacy & drugstores, online sales channel, specialty store, and others. On the basis of region, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, Russia, Italy, Spain, and Rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, and Rest of Asia-Pacific), and LAMEA (Brazil, Argentina, UAE, South Africa, Saudi Arabia, and Rest of LAMEA).

According to the plant based baby care products market trends, on the basis of product type, the skin care segment was the significant contributor to the market, with \$5,291.9 million in 2021, and is estimated to reach \$17,428.7 million by 2031, at a CAGR of 13.0% during the forecast period. In order to safeguard the sensitive skin of babies, customers are also gravitating toward natural and organic baby products, which are safer and healthier without chemical ingredients. The fact that natural and organic products are kind to the skin and nurture it makes them attractive choices for skincare. In addition, the majority of skincare items come in close contact with a baby's skin. Therefore, the greatest option for safeguarding the baby's skin is natural baby skin care. Because they have no adverse effects, are kind to infant skin, and are naturally non-toxic, natural baby skin care products are growing in popularity among consumers.

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According to the plant based plant-based baby care products market analysis, on the basis of age, infant segment was the significant contributor to the market and is estimated to reach \$29,516.9 million by 2031, at a CAGR of 13.2% during the forecast period. Baby skin care and hair care and toiletries are in higher demand as there is a rise in awareness of hygiene and hygienic goods. The market for plant-based baby care products is expected to expand during the projected period as awareness of infant hygiene and problems related to unsanitary behaviors in

infants between the ages of 6 and 18 months rise. The market for plant-based baby care products is expected to rise since infants between the ages of 6 and 18 months are more active, have a higher risk of developing skin rashes and allergy conditions, and require more personal care.

According to the plant-based baby care products market trends, on the basis of distribution channel, the pharmacy and drugstores segment was the significant contributor to the plant-based baby care products market share, with \$4,767.3 million in 2021, and is estimated to reach \$15,593.3 million by 2031, at a CAGR of 12.9% during the forecast period. Manufacturers of personal care products, soap and cleaning products, toiletry preparations, and drug wholesalers are a few businesses that provide goods to drug stores. Owing to surge in demand for medically recommended infant care goods and medicated baby care products, drug stores are facing more external competition. Operators in the business have placed an emphasis on convenience features including extended store hours and drive-through locations in order to draw in and keep customers in the face of growing competition from mail-order merchants and supercenters. During the projected period, all of these factors are anticipated to propel plant-based baby care products market growth through pharmacies and drug stores. Thus, above plant-based baby care products market trends are likely to boost the demand for plant-based baby soap, hair care and other baby care products during the forecast period.

According to the plant-based baby care products market opportunity, region wise, Europe America garnered the significant plant based baby care products market share in 2021, and is expected to maintain its share throughout plant-based baby care products market forecast period. Owing to a slow rate of population growth and a low birth rate in nations such as Italy, Germany, and the UK, the plant-based baby care products Industry in Europe has expanded only moderately. Throughout recent years, retail sales of baby food products have decreased in Western Europe. Falling birth rates and an increase in breastfeeding as a result of stringent governmental policies have a detrimental impact on regional market growth. However, it is anticipated that plant-based baby care products market demand would increase in Germany due to rise in consumer spending power and increased consumer understanding of newborns' nutritional needs. Thus, above mentioned factors are likely to contribute for the growth of the Europe plant-based baby care products market size during the forecast period.

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The players operating in the plant-based baby care products industry have adopted various developmental strategies to expand their market share, increase profitability, and remain competitive in the market. The key players profiled in this report Chicco, Green People, Gaia Skin Natural, Nuby, HiPP GmbH & Co. Vertrieb KG, Biotropic Cosmetic, Krauter Healthcare Ltd, Baby Mantra, Made4baby and Himalaya Herbals.

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