



Euromonitor
International

Baby and Child-Specific Products in Australia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Premium and Trust-Driven Parental Choices Propel Growth Amid Economic Stability

Chart 1 - SPF Product Recalls

Baby Wipes Dominate Retail Value While Sun Care Shows Rapid Growth

Chart 2 - Kidsbliss SPF50

Brands Illustrate Trust and Inclusivity, Shaping Consumer Choices

Chart 3 - Mimi Hair Care

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Safety and Premium Wellness to Drive Cautious Parental Spending Growth

Baby Wipes Will Maintain Leadership While Sun Care Accelerates with Science-Backed Appeal

Holistic Wellness to Reshape Product Innovation and Consumer Trust

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Defend Shares Amid Rising Competition and Niche Growth

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Lead Retail Sales as E-Commerce Accelerates

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Baby and Child-Specific Products

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Baby and Child-Specific Products

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Australia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Australian Beauty and Personal Care Sales Rise Steadily Driven by Asian Beauty

Chart 20 - Beauty of Joseon Expands

Skin Care Leads Sales as Consumers Focus on Longevity and Skin Health

Chart 21 - OGX Science-Led Scalp Care

Omnichannel Strategies Power Retail Reinvention and Innovation

Chart 22 - Shopify AI Search and Chat

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Embrace Science and Affordability to Drive Steady Growth

Skin Care and Fragrances to Lead Growth through Premium Multifunctional Formulations

Digital Engagement and Omnichannel Strategies to Reshape Retail Dynamics

Chart 26 - Analyst Insight for Beauty and Personal Care

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Estée Lauder Retain Lead Amid Growing Fragmentation and Shifting Shares

Emerging Native Brands Show Strong Growth through Digital Engagement

Mcobeauty Acquisition Underscores Trend Responsiveness of Brands

Rhode's Launch Highlights Growth in Celebrity Brands

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Strengthen Dominance with Pharmacy and Specialty Retail Growth

Specialty Retailers and Omnichannel Strategies Reshape Consumer Engagement and Experience

Retail E-Commerce Gains Momentum with Social Media Influence and Product Accessibility

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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-australia/report.