



Euromonitor  
International

# Baby and Child-Specific Products in Dominican Republic

June 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Dominican Parents Embrace Eco-Conscious Products, Shaping Spending Habits  
Baby Wipes Lead Value Sales as Biodegradable Options Gain Traction  
Chart 1 - Rising Eco-Conscious Parenting Drives Growth in Sustainable Baby and Child-Specific Products  
Scientific Claims and Private Label Growth Redefine Consumer Choices and Brand Loyalty  
Chart 2 - Value Sales 2020-2030  
Chart 3 - Volume Sales 2020-2030  
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Parents Expected to Adapt Spending Amid Slowing Births and Moderate Income Growth  
Baby Wipes Set to Continue Leading Value Sales, While Sun Care Experiences Rapid Growth  
Health-Focused Parents and Private Label Growth Anticipated to Reshape Product Demand  
Chart 5 - Forecast Value Sales 2020-2030  
Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Johnson & Johnson and Kimberly-Clark Strengthen Leadership Amid Rising Value Competition  
Health-Conscious Innovation and Natural Ingredients Drive Market Opportunities for New Entrants  
Chart 7 - Company Shares 2025  
Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers Expand Reach, While Private Label Gains Traction  
Retail E-Commerce Steadily Grows, Driven by Supermarket Digital Initiatives  
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ECONOMIC CONTEXT

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CONSUMER CONTEXT

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COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Dominican Republic - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Driven by Preventive Health and Evolving Consumer Sophistication

Hair Care Leads Value Sales, While Colour Cosmetics Exhibits Rapid Growth

Sesderma Leverages Healthy-Longevity Trend to Drive Premium Skin Care Innovation

Chart 17 - Healthy-Longevity Mindset Fuels Demand for Pro-Aging Solutions as Sesderma Introduces Retisil

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Dominicans Expected to Embrace Preventive Health, Fuelling Steady Growth

Hair Care Set to Lead Value Sales, While Colour Cosmetics Accelerates Growth

Multifunctionality and Personalisation Anticipated to Drive Evolving Consumer Preferences

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Top Companies Adapt to Competitive Fragmentation, Sustaining Market Leadership

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Continue to Lead Despite Diversification in the Distribution Landscape

Dominican Retailers Innovate with Private Label and Trend-Driven Assortments

E-Commerce Growth Driven by Omnichannel Strategies and Premium Consumer Demand

Chart 25 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real Gdp Growth 2020-2030

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## CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baby-and-child-specific-products-in-dominican-republic/report](http://www.euromonitor.com/baby-and-child-specific-products-in-dominican-republic/report).