



Baby and Child-Specific Products in Ireland

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Digital Transformation and Rising Sustainability Drive Growth and Consumer Expectations

Chart 1 - Retailers Place Greater Focus on Recycling

Baby Wipes Maintain Leadership While Sun Care Shows Dynamic Value Growth

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Irish Parents to Drive Growth through Demand for Premium and Tested Products

Parents to Prioritise Clinically Tested, Hypoallergenic Products Amid Rising Sensitivity Concerns

Digital Platforms to Reshape Purchasing with Seamless Access and Social-Commerce Discovery

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Johnson & Johnson and Irish Breeze Consolidate Leadership Amid Stable Market Concentration

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Sales While Supermarkets Top Offline Channels

Retail E-Commerce Growth Fueled by Amazon.ie Launch and Digital Convenience

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Baby and Child-Specific Products

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Baby and Child-Specific Products

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Ireland - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Prevention, Clean Innovation and Digital Shifts
Skin Care Leads Value Share While Colour Cosmetics Show Rapid Growth

Chart 18 - Local Brands Support Clean Beauty

Clean Reimagined and Longevity Surge as Beauty Norms in Ireland

Lifestyle-Driven Beauty Shapes Consumer Choices and Innovation Pathways

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Prioritise Prevention and Gentle Efficacy Driving Steady Value Growth

Brands to Align Innovation with Lifestyle Habits to Deepen Consumer Engagement

Retailers and Brands to Evolve Strategies to Capture Shifting Consumer Priorities

Chart 22 - Analyst Insight for Beauty and Personal Care

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt to Shifting Consumer Preferences While Maintaining Dominance

Mass and Premium Players Innovate with Targeted Strategies to Capture Evolving Demand

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance While E-Commerce Accelerates Growth

Discounters and Beauty Specialists Grow by Targeting Value and Specialised Needs

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care

Chart 29 - Real GDP Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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-ireland/report.