

Disposable Baby Products - US - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"Sales growth of disposable baby products has reached a five-year high in 2016, driven by training pants, natural brands, and private label. Future sales are projected to grow annually as parents continue to value the safety and gentleness of these products, brand name, product efficacy, and value."

- Jana Vyleta, Home & Personal Care Analyst

This report looks at the following areas:

- Mainstream purchased more than natural brands, but not by much
- Some parents require certification before buying natural/organic brands

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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