Report forecast the Global Baby Ointment market to grow at a CAGR of 7.06 percent over the period 2014-2019.

Baby ointments are divided into three categories that include body massage oils, lotions, and medicinal creams. The body massage oil is used for giving soothing massages that helps improve the general well-being of the baby while improving blood circulation and helping the baby to sleep. Other baby ointments such as lotions and medicinal creams are designed to treat rashes on the delicate skin of a baby, to heal the skin, and possibly to prevent the rash from reappearing. Baby ointment is also used for various purposes such as for eczema, heat rash, diaper rash, dry skin, cuts, and insect bites.

This report covers the present scenario and the growth prospects of the Global Baby Ointment market for the period 2015-2019. To calculate market size, the report takes into account revenue generated from the sales of the following: Baby Body Massage Oils, Baby Lotions, and 4 Oz Baby Medicinal Cream.

Global Baby Ointment Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the EMEA and APAC regions, North America, and Latin America; it also covers the Global Baby Ointment market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Regions

• APAC
• EMEA
• Latin America
• North America

Key Vendors

• Burts's Bees
• Chicco USA
• Johnson & Johnson
• Sebapharma

Other Prominent Vendors

• Bayer
Market Driver

• Increased Preference for Natural and Organic Products
  • For a full, detailed list, view our report

Market Challenge

• Decline in Birth Rates in Developed Countries
  • For a full, detailed list, view our report

Market Trend

• Restoring Consumer Reliability
  • For a full, detailed list, view our report

Key Questions Answered in this Report

• What will the market size be in 2019 and what will the growth rate be?
• What are the key market trends?
• What is driving this market?
• What are the challenges to market growth?
• Who are the key vendors in this market space?
• What are the market opportunities and threats faced by the key vendors?
• What are the strengths and weaknesses of the key vendors?

Table Of Contents:

01. Executive Summary

02. List of Abbreviations
03. Scope of the Report
03.1 Market Overview
03.2 Product Offerings

04. Market Research Methodology
04.1 Market Research Process
04.2 Research Methodology

05. Introduction

06. Market Landscape
06.1 Global Baby Care Market
06.1.1 Market Size and Forecast
06.2 Global Baby Care Market by Product Segmentation

07. Key Emerging Economies in Global Baby Care Market

08. Recommendations on Newborn Health
08.1.1 Care of Newborn Immediately after Birth
08.1.2 Postnatal Care
08.1.3 Newborn Immunization
08.2 Global Baby Ointment Market
08.2.1 Baby Body Massage Oil
08.2.2 Baby Lotion
08.2.3 Baby Medicinal Cream
08.2.4 Types of Rash
08.2.5 Market Size and Forecast
08.3 Five Forces Analysis

09. Global Baby Ointment Market by Product Segmentation
09.1 Global Baby Body Massage Oil Market
09.1.1 Market Size and Forecast
09.2 Global Baby Lotion Market
09.2.1 Market Size and Forecast
09.3 Global Baby Medicinal Cream Market
09.3.1 Market Size and Forecast

10 Geographical Segmentation
10.1 Baby Ointment Market in EMEA Region
10.1.1 Market Size and Forecast
10.2 Baby Ointment Market in APAC Region
10.2.1 Market Size and Forecast
10.3 Baby Ointment Market in North America
10.3.1 Market Size and Forecast
10.4 Baby Ointment Market in Latin America
10.4.1 Market Size and Forecast

11 Buying Criteria

12 Market Growth Drivers

13 Drivers and their Impact

14 Market Challenges
14.1 Impact of Drivers and Challenges

15 Market Trends

16 Trends and their Impact

17 Vendor Landscape
17.1 Competitive Scenario
17.2 Market Analysis 2014
17.2.1 Burt Bee's
17.2.2 Chicco
17.2.3 Johnson & Johnson
17.2.4 Sebapharma
17.3 Other Prominent Vendors

18 Key Vendor Analysis
18.1 Burt's Bees
18.1.1 Key Facts
18.1.2 Business Overview
18.1.3 Business Segmentation
18.1.4 Recent Developments
18.1.5 SWOT Analysis
18.2 Chicco
18.2.1 Key Facts
18.2.2 Business Overview
18.2.3 Product Segmentation
18.2.4 Geographical Presence
18.2.5 SWOT Analysis
18.3 Johnson & Johnson
18.3.1 Key Facts
18.3.2 Business Overview
18.3.3 Business Segmentation by Revenue 2013
18.3.4 Business Segmentation by Revenue 2012 and 2013
18.3.5 Geographical Segmentation by Revenue 2013
18.3.6 Business Strategy
18.3.7 Recent Developments
18.3.8 SWOT Analysis
18.4 Sebapharma
18.4.1 Key Facts
18.4.2 Business Overview
18.4.3 Recent Developments
18.4.4 SWOT Analysis

19 Other Prominent Vendors

19.1 Bayer
19.1.1 Overview
19.1.2 Product Segmentation
19.1.3 Geographic Segmentation
19.2 Beiersdorf
19.2.1 Overview
19.2.2 Brand Portfolio
19.2.3 Business Segmentation
19.2.4 Geographic Segmentation
19.3 Bio Veda Action Research
19.3.1 Overview
19.3.2 Product Segmentation
19.3.3 Product Portfolio
19.4 Chattem
19.4.1 Overview
19.4.2 Product Segmentation
19.4.3 Product Portfolio
19.5 Galderma
19.5.1 Overview
19.5.2 Major Brands
19.6 Himalaya
19.6.1 Overview
19.6.2 Product Segmentation
19.6.3 Product Portfolio
19.7 Lander
19.7.1 Overview
19.7.2 Product Segmentation
19.7.3 Product Portfolio
19.8 Mission Pharmacal
19.8.1 Overview
19.8.2 Product Segmentation
19.8.3 Product Portfolio
19.9 Mustela
19.9.1 Overview
19.9.2 Product Segmentation
19.9.3 Product Portfolio
19.1 Naterra International
19.10.1 Overview
19.10.2 Brand Portfolio
19.10.3 Product Portfolio

20 Other Reports in this Series

List of Exhibits:

Exhibit 1: Market Research Methodology
Exhibit 2: Global Baby Care Market 2014-2019 (US$ billion)
Exhibit 3: Growth Indicators in Key Emerging Economies in Global Baby Care Market
Exhibit 4: Population of India, China, and Nigeria 2005-2013 (billion)
Exhibit 5: Urban Population of China, Nigeria, and India (as a Percentage of Total Population) 2005-2013
Exhibit 6: Mortality Rate in Under-5s (per 1,000 Live Births) in Nigeria, India, and China 2005-2013
Exhibit 7: Birth Rate (per 1,000 People) in Nigeria, India, China 2005-2012
Exhibit 8: GDP of China, India, and Nigeria 2005-2013 (US$ trillion)
Exhibit 9: Immediate Drying and Additional Information
Exhibit 10: Suction in Newborns Who Start Breathing on Their Own
Exhibit 11: Cord Clamping
Exhibit 12: Skin-to-skin Contact in the First Hour of Life
Exhibit 13: Initiation of Breastfeeding
Exhibit 14: Vitamin K Prophylaxis
Exhibit 15: Timing of Discharge from Health Facility
Exhibit 16: Timing and Number of Postnatal Contacts
Exhibit 57: Global Baby Ointment Market by Geography 2014-2019
Exhibit 58: World Population and Level of Urbanization 2005-2013 (billion)
Exhibit 59: Global Birth Rate (per 1,000 People) 2005-2012
Exhibit 60: Burt's Bees: Business Segmentation
Exhibit 61: Chicco: Product Segmentation
Exhibit 62: Chicco: Geographical Presence
Exhibit 63: Johnson & Johnson: Business Segmentation by Revenue 2013
Exhibit 64: Johnson & Johnson: Business Segmentation by Revenue 2012 and 2013 (US$ billion)
Exhibit 65: Johnson & Johnson: Geographical Segmentation by Revenue 2013

Companies Mentioned:
Burts's Bees, Chicco USA, Johnson & Johnson, Sebapharma, Bayer, Beiersdorf, Bio Veda Action Research, Chattem, Galderma, Himalaya, Lander, Mission Pharmacal, Mustela, Naterra International

License Types:

**Single User License (PDF)**

- This license allows for use of a publication by one person.
- This person may print out a single copy of the publication.
- This person can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.
- This person cannot share the publication (or any information contained therein) with any other person or persons.
- Unless a Global License is purchased, a Single User License must be purchased for every person that wishes to use the publication within the same organization.
- Customers who infringe these license terms are liable for a Global license fee.

**Site License (PDF)**

- This license allows for use of a publication by all users within one corporate location, e.g. a regional office.
- These users may print out a single copy of the publication.
- These users can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.
- These users cannot share the publication (or any information contained therein) with any other person or persons outside the corporate location for which the publication is purchased.
- Unless a Global License is purchased, a Site User License must be purchased for every corporate location by an organization that wishes to use the publication within the same organization.
- Customers who infringe these license terms are liable for a Global license fee.
Global License (PDF)*

- This license allows for use of a publication by unlimited users within the purchasing organization e.g. all employees of a single company.
- Each of these people may use the publication on any computer, and may print out the report, but may not share the publication (or any information contained therein) with any other person or persons outside of the organization.
- These employees of purchasing organization can include information given in the publication in presentations and internal reports by providing full copyright credit to the publisher.

*If Applicable.


Links