

Babies' and Children's Toiletries - UK - August 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

Since the market for babies' and children's toiletries products market was last examined in 2007, the market has grown in value by 8% to reach an estimated worth of £358 million in 2009. Continued growth in the UK's child population is a key driver with children's products offering a key growth opportunity for new product development.



Key issues covered in the analysis

- The UK's child population aged 0-9 is forecast to grow by 124,000 to 7 million by 2014 providing a solid foundation for steady growth of the UK's £358 million babies' and children's toiletries market.
- Although parents may want to buy the best for their baby, realism prevails in today's recession-hit economy and almost nine in ten parents will buy "best within budget".
- Special offers are a key purchase motivator for almost two thirds of parents. Not paying full-price for products also encourages parents to feel they are buying the best they can afford.
- Online promotion is killing television advertising in this sector. Adspend has tumbled by £1.1 million between 2007 and 2008 to just £3.3 million as a result of a shift away from television advertising.
- Word of mouth is critical in babies' and children's toiletries sector: around half of parents of children under the age of nine (7 million parents) have talked to other people about toiletries in the last 12 months.
- Reinforcing the vital importance of recommendation: almost four in ten parents seek recommendations from friends and family or medical professionals such as the doctor or midwife.
- Almost 95% of babies' and children's toiletries sales target the under 2 year-olds. But they only account for 35% of the child population. Targeting older children aged 3-8 will drive growth going forward.

Scope of the report

For the purposes of this report, children are defined as under the age of 9. Mintel's Teens' and Tweens' Beauty and Personal Care – UK, June 2009 covers children aged 8 and over.

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