

# Babies' and Children's Personal Care Products, Nappies and Wipes - UK - March 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The disposable nappy and personal care segments were the worst performers in the market in 2013. Encouraging consumers to switch back to brands, and move away from savvy shopping techniques will be essential for returning the categories to growth.”

– Charlotte Libby- Senior Beauty Analyst

## This report looks at the following areas:

- How are brands being threatened by own-label products in the disposables market?
- How can the sales decline in personal care be reversed?

In 2013, retail value sales in the babies and children's personal care, nappies and wipes market declined by 1% annually to stand at £861 million as consumers switched to own-label products and sought more cost effective methods of purchase, such as discount retailers and newer online subscription services.

New product development continued at an elevated pace in 2013, as own-label products take an increased share of category innovations, further cementing their appeal to consumers. Consumer research for this report explores what influences consumer product choices in the babies and children's personal care, nappies and wipes market, as well as their attitudes towards products, interest in product innovation and shopping experience.

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