

## Babies' and Children's Personal Care Products, Nappies and Wipes - UK - February 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Market decline continues to show the need for brands to differentiate versus own-label. This is easier in some sectors where parents seek specific claims, but mass disposable nappy brands will either need to premiumise further or devolve and compete on price.”  
– Alex Fisher, Senior Beauty Analyst

This report looks at the following areas:

- Breaking the link between safety and naturals
- Capitalising on convenience
- The price of quality

As the market continues to decline, it is clear that brands need to differentiate from own-label. Specific claims that parents look for can make this easier to achieve in sectors like baby toiletries, but disposable nappies have especially suffered as parents' more functional needs are already met by own-label.

Alongside these sector-specific issues remains the overarching need for convenience in every aspect of this market, from product features to retail experience. This may become expected as standard practice in future, so brands and retailers that promote their convenient practices now will remain top of mind.

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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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