

Babies' & Children's Personal Care Products - UK - March 2012

Report Price: £1750 / \$2837 / €1995

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"Children's wipes (targeted at 3-9-year-olds) are worth only 5% of the total wipes market. Parents are finding more reasons to use wipes on older children, such as on-the-go clean-ups after playtime and eating, and frequency of use is growing the fastest amongst these groups. Manufacturers could introducing a range positioned as 'school wipes', which are ideal for cleaning hands before eating lunch or snacks or for general cleaning after playing or art lessons".

– Ricky Lakhani, Personal Care Analyst

In this report we answer the key questions:

- What impact is the poor economic climate having on the babies' and children's personal care market?
- How can manufacturers boost usage of children's wipes?
- Does potential exist to boost usage of children's suncare products?
- How can manufacturers encourage more parents to use child-specific formulations for themselves?

For the purposes of this report, children are defined as under the age of 9.

This report covers the market for babies' and children's toiletries and skincare products, including:

- baby wipes and pre-moistened tissues
- shampoo and haircare products
- bath, shower and wash products
- skincare products such as lotion, powder and oil
- oral hygiene products such as toothpastes
- suncare products for babies and children.

Excluded

- toiletries, skincare, make-up and fragrances used by children, but which are not specifically targeted at them
- cotton wool, facial wipes used when nappy changing and cotton buds.

Value figures throughout this report are at retail selling prices (rsp) unless otherwise stated. Market sizes at constant 2011 prices are calculated using Mintel's personal goods and services deflator.

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