

## Nappies and Baby Wipes - UK - April 2012

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“Around 31% of parents use baby wipes for general cleaning. To encourage usage of cleaning-specific wipes, brands (eg Kandoo) could be extended and positioned as ‘toy wipes’, which are ideal for cleaning babies’ and children’s plastic toys, to kill germs but be safe for babies. The wipes could also be used to remove sticky residues from highchairs and swings and extend their targeting beyond the home to nurseries and playschools.”

– Ricky Lakhani, Personal Care Analyst

### In this report we answer the key questions:

- How can the barriers to sales growth be overcome?
- How can manufacturers expand usage of baby wipes?
- Do reusable nappies pose a threat to disposables?

Between 2006 and 2011, the disposable nappies and baby wipes market has grown by an estimated 14% in current terms, from £642 million to £735 million. However, after removing the effects of inflation, the market has declined by 4%. The reason for the underperformance in this market echoes that in other essential markets such as toiletries, ie it is due to heavy price discounting as brands try to maintain their shares in the face of own-label competition and as the grocery multiples try to attract shoppers by offering low prices on the products they buy most often.

#### Included:

- Disposable nappies
- Disposable training nappies/pants
- Disposable baby wipes aimed exclusively at baby usage.

#### Excluded:

- Non-disposable terry towelling cloth nappies are outside the scope of this report. However, the report does discuss disposable nappy alternatives in so much as they compete with disposables.
- Disposable nappy liners for use with towelling nappies
- Incontinence products used by adults
- All adult-targeted clean-up wipes for removing make-up, moistened toilet tissue and feminine hygiene wipes
- Toddler/children’s toilet wipes, such as Kandoo toilet wipes
- Bed protection pads or mats.

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