

Nappies and Baby Wipes - China - June 2013

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“The nappies and baby wipes market in China continues to grow strongly and holds great future potential, but realising that potential will mean facing the challenge of improving product quality and benefits, communication with consumers, and utilizing the increasingly complex range of retail channels to connect with consumers.”
Matthew Crabbe, Director of Research, Asia-Pacific

In this report we answer the key questions:

- What's the total market value for nappies, diapers and baby wipes?
- Which are the leading nappies and baby wipes manufacturers in China?
- Which are the reasons for not using baby nappies and wipes products?
- What are the most important factors considered when buying disposable nappies?

The disposable nappies/diapers and baby wipes market is still a relatively new product market in China, and will continue to hold significant opportunity for deeper market penetration. However generating stronger growth will require persuading consumers to adopt these products rather than continue to use traditional cloth nappies/diapers and split-pants. This will require both the greater education of consumers as to the benefits of these products and an increased consumer willingness to pay for higher quality products to ensure they provide the best, and safest products for their often only child, at a price that is right.

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