

## Baby Personal Care - China - October 2013

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“Having grown up in times of modern consumerism and popular media, the Post-80s generation mums have a radically different lifestyle. These unique features demand brands and retailers to rethink the strategy of marketing to modern mums. Understanding the way that they blend the online and offline world is crucial.”  
– Wenwen Chen, Research Analyst

### This report looks at the following areas:

- In the post baby milk scandal era it is assumed consumers worries about safety problems remain high, understanding what kind of product attributes or functions mothers are looking for when buying can reverse this trend.
- The high likelihood of safety problems in baby products in recent years has posed a serious threat to babies and children’s health. It is important to understand Chinese mothers buying criteria, buying process as well as knowing how to gain back their trust through different communication platforms.
- Having grown up in times of modern consumerism and popular media, many Post-80s single-child mums are inclined to spend large amounts of investment on their offspring. The Post-80s mums have a radically different approach to shopping for their babies. Understanding the way that they blend the online and offline world will change the way operators attract customers.

The report covers the retail market for baby personal care products. Market value is based on sales through all retail channels (including direct to consumer), but excludes the professional sector.

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