

Children's Personal Care - US - March 2014

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"The CPC market is expected to grow slowly into 2018. Better engagement of dads, creating products to keep children in the category for longer, and reinvigorating the struggling haircare segment could help accelerate sales growth for this market."
– Gabriela Elani, Home & Personal Care Analyst

This report looks at the following areas:

- How to better engage with dads
- How to reinvigorate a struggling haircare segment
- How to keep children in CPC market for longer

Total US retail sales for the CPC (children's personal care) market are \$686 million in 2013. Sales have fluctuated in the past few years because parents do not view the children's versions of each personal care product as being "must buys" for their children when there are adult products that offer the same benefits. Mintel expects that the market will grow very slowly in the next few years. Much of this growth will be driven by the growing sun care and bath and body care segments. Products in these segments tend to cost more than other CPC products and brands have been focused on delivering functional skin-specific benefits for children in recent years.

The biggest challenge for this market is that parents struggle to see the value in buying certain CPC products when adult iterations offer the same benefits and can be used by more than one person in the household. In order to grow the market and increase parents' incidence of purchase, brands will have to continue exploring new functional benefits that they can integrate into CPC products that better differentiate them from adult versions. Products with preventive health benefits (such as toothpaste that delivers cold/flu fighting ingredients) and that make parents' management of their children's hygiene easier will resonate the most strongly with parents. In addition, developing tween-specific products as part of this category is an opportunity that brands can pursue to keep children in the category for longer before they transition to using only adult products.

The key topics of focus for the 2014 report include understanding which CPC products parents are buying, why they buy them, and what product attributes and claims they take into consideration when making these purchases. This report also puts a strong emphasis on determining what product benefits and attributes parents are the most interested in and willing to pay more for, in order to give market players guidelines as to what product functionalities will be needed to better compete with adult products.

This report builds on the analysis presented in Mintel's *Children's Personal Care—US, March 2012* and previous reports with this same title in December 2010, June 2007, May 2005, and August 2003.

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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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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

The market

Figure 1: Total US retail sales and fan chart forecast of children's personal care products, at current prices, 2008-18

Market factors

Population of children younger than 6 expected to grow the most

Hispanic population growth will help the market

Segment performance

Figure 2: Total US retail sales and forecast of children's personal care products, by segment, at current prices, 2010-15

Market players

Figure 3: Share of MULO sales of children's personal care products, by leading companies, 2013

The consumer

Children's oral care products most popular among parents

Figure 4: Kid-specific personal care products purchased, January 2014

Children's excitement to use CPC products drives purchase

Figure 5: Reasons for purchasing kid-specific personal care products, January 2014

Parents most commonly consider flavor, packaging, and product ingredients

Figure 6: Factors influencing purchase of kid-specific personal care products, January 2014

New functional benefits are needed to induce parents to pay more for CPC products

What we think

Issues and Insights

Better engage with dads

The issues

The implications

Reinvigorate a struggling haircare segment

The issues

The implications

Keep children in CPC market for longer

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The issues

The implications

Trend Application

Trend: Prepare for the Worst

Trend: Extend My Brand

Mintel futures: Brand Intervention

Market Size and Forecast

Key points

Category expected to grow steadily due to bath and body care and sun care

Sales and forecast of children's personal care products

Figure 7: Total US retail sales and forecast of children's personal care products, at current prices, 2008-18

Figure 8: Total US retail sales and forecast of children's personal care products, at inflation-adjusted prices, 2008-18

Fan chart forecast

Figure 9: Total US retail sales and fan chart forecast of children's personal care products, at current prices, 2008-18

Market Drivers

Key points

Population of children younger than 6 expected to grow the most

Figure 10: Population younger than 18, 2008-18

Hispanic families present opportunity for the market

Figure 11: Population, by race and Hispanic Origin, 2008-18

Figure 12: Households with own children, by race and Hispanic origin of householder, 2013

Figure 13: Population younger than 18, by race and Hispanic origin, 2008-18

Greater consumer knowledge of product ingredients impacts market

Children entering puberty younger, most likely due to childhood obesity

Figure 14: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010

Competitive Context

Adult personal care products pose strongest competition to CPC category

Opportunity for the children's personal care market:

Segment Performance

Key points

Oral care and sun care products account for the majority of sales

Figure 15: Segment share of total US retail sales of children's personal care products, 2013

Oral care sales fluctuate, but slow growth expected

Figure 16: Total US retail sales and forecast of children's oral care products, at current prices, 2008-13

Future growth for sun care products expected

Source: Mintel GNPD

Bath and body care products see most significant growth

Figure 18: Total US retail sales and forecast of children's bath and body products, at current prices, 2008-13

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Haircare sales continue downward spiral

Figure 19: Total US retail sales and forecast of children's haircare products, at current prices, 2008-13

Retail Channels

Key points

Most CPC purchases take place through "other retail channels"

Sales of children's personal care products, by channel

Figure 20: Total US retail sales of children's personal care products, by channel, at current prices, 2008-13

Leading Companies

Key points

MULO CPC market is highly fragmented and competitive

Unilever holds top company spot with Suave Kids

Character merchandising key for success for children's oral care

MULO manufacturer sales of children's personal care products

Figure 21: MULO sales of children's personal care products, by leading companies, 2012 and 2013

Brand Share – Oral Care

Key points

Smaller companies account for greatest share, but experienced declines

Church & Dwight top company with Arm & Hammer Tooth Tunes brushes

Colgate-Palmolive sales fall

P&G and Dr. Fresh see sales gains

MULO sales of children's oral care products

Figure 22: MULO sales of children's oral care products, by leading companies, 2012 and 2013

Brand Share – Suncare

Key points

Merck & Co. top player in children's suncare

Energizing Holdings experiences declines

Smaller, niche companies see gains

MULO sales of children's suncare products

Figure 23: MULO sales of children's suncare products, by leading companies, 2012 and 2013

Brand Share – Bath and Body Care

Key points

Unilever sees strong gains with Suave Kids body wash products

Character licenses drive sales for MZB

Introduction of Dial Kids boosts sales for Henkel Group

MULO sales of children's bath and body care products

Figure 24: MULO sales of children's bath and body care products, by leading companies, 2012 and 2013

Brand Share – Haircare

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Key points

Unilever struggles with Suave Kids haircare products

Detangling functionality lifts Johnson & Johnson

MULO sales of children's haircare products

Figure 25: MULO sales of children's haircare products, by leading companies, 2012 and 2013

Innovations and Innovators

Children's soap and bath products account for most new launches

Figure 26: Share of CPC product launches, by category, 2008-14

Character merchandising continues to be popular

Oral care

Bath and body care

Multipurpose products becoming more plentiful

Application becomes entertaining

Marketing Strategies

Overview

Kids are excited about using children's oral care products

Figure 27: Crest + Oral-B Pro-Health Stages print ad

Figure 28: Disney magic Timer App ad

Purchase of CPC Products

Key points

Children's oral care items the most popular

Figure 29: Frequency of shampoo usage, by gender and age, May 2012-June 2013

Figure 30: Kid-specific personal care products purchased, January 2014

Moms main purchasers; opportunity to better appeal to dads

Figure 31: Kid-specific personal care products purchased, by gender, January 2014

Figure 32: Repertoire of kids specific products purchased, by gender, January 2014

Age of parents drives their engagement with this category

Figure 33: Kid-specific personal care products purchased, by age, January 2014

Figure 34: Kid-specific personal care products purchased, by age of children living in household, January 2014

Use and Brand Preferences of Kids

Key points

Toothpaste, shampoo, and soap are staples for all kids

Figure 35: Oral care and shampoo usage, by gender and age, May 2012-June 2013

Girls aged 9-11 could be strong opportunity for tween lines

Figure 36: Usage of personal care products, by gender and age, May 2012-June 2013

More than half of kids say they use "other brands" of shampoo

Figure 37: Preferred shampoo brands, by gender and age, May 2012-June 2013

Reasons for Purchasing CPC Products

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Key points

Children's excitement drives product purchase

Figure 38: Reasons for purchasing kid-specific personal care products, by gender and age, January 2014

Shopping Behaviors

Key points

Parents don't demonstrate strong shopping preferences

Figure 39: Shopping for kid-specific personal care products, by gender and age, January 2014

Purchase Considerations

Key points

Flavor, packaging, and product ingredients most important

Figure 40: Factors influencing purchase of kid-specific personal care products, January 2014

Young moms look at product flavor and scent; younger dads consider flavor and packaging

Figure 41: Factors influencing purchase of kid-specific personal care products, by gender and age, January 2014

Higher-income parents value character merchandising

Figure 42: Factors influencing purchase of kid-specific personal care products, by household income, January 2014

Product Claims

Key points

Claims that communicate "gentle" and "safe" resonate most strongly

Figure 43: Claims influencing purchase of kid-specific personal care products, by gender and age, January 2014

Interest in New Products

Key points

Parents willing to pay more for added functional benefits

Figure 44: Interest in new kid-specific personal care products and attributes, January 2014

Younger dads interested in and willing to pay more for variety of new offerings

Figure 45: Interest in and willingness to pay more for new kid-specific personal care products and attributes, by gender and age, January 2014

Figure 46: Any interest in new kid-specific personal care products and attributes, by gender and age, January 2014

More affluent parents willing to pay more for added benefits

Figure 47: Interest in and willingness to pay more for new kid-specific personal care products and attributes, by household income, January 2014

Figure 48: Any interest in new kid-specific personal care products and attributes, by household income, January 2014

Race and Hispanic Origin

Key points

Hispanics more likely to purchase CPC bath and body care products

Figure 49: Kid-specific personal care products purchased, by race/Hispanic origin, January 2014

Hispanic children more apt to ask for CPC products

Figure 50: Reasons for purchasing kid-specific personal care products, by race/Hispanic origin, January 2014

Ingredients, packaging, and product reviews matter to Hispanics

Figure 51: Factors influencing purchase of kid-specific personal care products, by race/Hispanic origin, January 2014

Hispanics more willing than Whites to pay more for new functionalities

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Figure 52: Interest in and willingness to pay more for new kid-specific personal care products and attributes, by race/Hispanic origin, January 2014

Appendix – Other Useful Consumer Tables

Segment performance

Figure 53: Total US retail sales of children's personal care products, by segment, at current prices, 2011 and 2013

Retail channels

Figure 54: Total US retail sales of children's personal care products, by channel, at current prices, 2011-13

Innovations and innovators

Figure 55: Product claims associated with CPC product launches, 2008-14

Purchase of kid-specific products

Figure 56: Kid-specific personal care products purchased, by gender and age, January 2014

Figure 57: Kid-specific personal care products purchased, by household income, January 2014

Figure 58: Kid-specific personal care products purchased, by millennial parent, January 2014

Use and brand preferences of kids

Figure 59: Frequency of toothpaste usage, by gender and age, May 2012-June 2013

Figure 60: Frequency of toothpaste usage, by race/Hispanic origin, May 2012-June 2013

Figure 61: Frequency at which favorite toothpastes are in the house, by gender and age, May 2012-June 2013

Figure 62: Frequency at which favorite toothpastes are in the house, by race/Hispanic origin, May 2012-June 2013

Figure 63: Mouthwash/dental rinse usage, by race/Hispanic origin, May 2012-June 2013

Figure 64: Preferred mouthwash/dental rinse brands, by gender and age, May 2012-June 2013

Figure 65: Preferred mouthwash/dental rinse brands, by race/Hispanic origin, May 2012-June 2013

Figure 66: Usage of personal care products, by race/Hispanic origin, May 2012-June 2013

Figure 67: Shampoo usage, by race/Hispanic origin, May 2012-June 2013

Figure 68: Frequency of shampoo usage, by race/Hispanic origin, May 2012-June 2013

Reasons for purchasing CPC products

Figure 69: Reasons for purchasing kid-specific personal care products, by household income, January 2014

Figure 70: Reasons for purchasing kid-specific personal care products, by millennial parent, January 2014

Figure 71: Reasons for purchasing kid-specific personal care products, by age of children living in household, January 2014

Shopping behaviors

Figure 72: Shopping for kid-specific personal care products, by household income, January 2014

Figure 73: Shopping for kid-specific personal care products, by age of children living in household, January 2014

Product claims

Figure 74: Claims influencing purchase of kid-specific personal care products, by household income, January 2014

Figure 75: Claims influencing purchase of kid-specific personal care products, by age of children living in household, January 2014

Race and Hispanic origin

Figure 76: Shopping for kid-specific personal care products, by race/Hispanic origin, January 2014

Figure 77: Claims influencing purchase of kid-specific personal care products, by race/Hispanic origin, January 2014

Appendix – Trade Associations

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