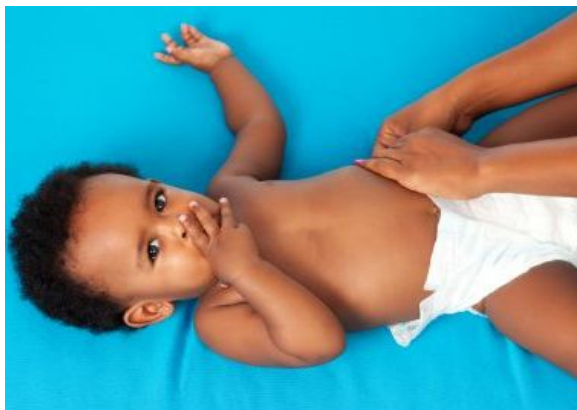


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“Disposable baby product sales are expected to be stagnant to declining into 2018. To boost sales and stave off competition from private label, companies and brands should consider expanding the current category and better engage Hispanic parents.”
 – Gabriela Elani, Home & Personal Care Analyst

This report looks at the following areas:

- Is the market too dependent on disposable diaper/training pants sales?
- Why should brands look to better engage with Hispanics?
- How can brands differentiate themselves from private label?

Sales have predominantly been flat since 2008 with some slight fluctuations. Many of the products in this market enjoy high household penetration in households with babies and toddlers as parents need these products to care for their children on a daily basis. However, category sales have been stagnant in the past few years due to a struggling disposable diapers/training pants segment, declining birth and fertility rates, and parents' economizing mindsets when shopping for frequent use products like diapers and wipes. Mintel expects that sales will decline slightly in the coming years.

Economic recovery along with positive upticks in birth and fertility rates will be important for this market to resume growing, especially since disposable diaper usage is driven by the current population of babies and toddlers in the US. However, in absence of these external factors, market players should consider pursuing product opportunities that will allow them to expand the current market and add to parents' current baby care product repertoires. Parents indicate that they have an interest in new disposable baby products that make it easier for them to care for their babies on the go, such as disposable changing table liners, sleep sacks, bibs, and placemats. Developing and launching these types of products could result in new revenue streams and a category that is less impacted by the performance of the disposable diapers/training pants segment.

The key topics of focus for the 2014 report include understanding which disposable baby products parents are buying, their decision between name brands versus private label, and what product attributes and claims they take into consideration when making both diaper and baby personal care purchases. This report also puts a strong emphasis on determining what new types of disposable baby products parents are the most interested in and willing to pay more for, to give market players guidelines as to what product opportunities they can pursue to expand the market.

This report builds on the analysis presented in Mintel's Disposable Baby Products—US, April 2013 and previous reports with this same title in March 2012, March 2011, February 2010, October 2007, November 2005, and September 2002. It also builds on Mintel's Oh Baby—US, February 2009 report.

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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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