

Disposable Baby Products - US - April 2015

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“Disposable baby products are virtual necessities for young families, but growth has been slow due to economizing during the recession and falling birth and fertility rates. While underpinning demographics limit market growth, stabilizing birth rates and stronger consumer confidence should drive demand for basics as well as natural, eco-friendly and innovative products.”

– Margie Nanninga, Home & Personal Care

This report looks at the following areas:

- What products and approaches can best appeal to first time parents?
- How can suppliers maximize outreach and appeal to Hispanic parents?

After several years of effectively flat sales growth, the disposable baby products market has posted gains in 2014, with birth and fertility rates beginning to stabilize and rising consumer confidence. Looking forward, Mintel's research suggests that key opportunities for new product introductions and innovations include more natural and customizable products, and others that focus on relaxation or help babies sleep. Research also shows that many parents associate powerful emotions such as joy, pride, stress, guilt and uncertainty with baby care products, suggesting many inroads for connecting with consumers.

This report builds on the analysis presented in Mintel's *Disposable Baby Products—US, April 2014* and previous reports with this same title in April 2013, 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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Centers for Disease Control and Prevention (CDC)

Environmental Working Group (EWG)

Personal Care Products Council

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