

## Nappies and Baby Wipes - China - March 2015

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“When it comes to baby care-related matters, safety remains the top concern for mothers. Seemingly a simple formula, brands are making extra efforts to optimise purity and natural-focus in product ingredients and scents as a way to rebuild consumer confidence.”  
– Esther Lau, Research Analyst

### This report looks at the following areas:

- What are the key drivers and challenges in the Chinese nappies and baby wipes market?
- What are the new product trends for nappies and wipes in the Chinese and international market?
- How can nappies and baby wipes be customised through ingredients and claim for different types of mothers?
- How can brands innovate in packaging design more effectively?
- How can nappies and baby wipes brands integrate multiple retail channels as marketing differentiators to create a competitive advantage?

New product development globally and preferences for nappies and baby wipes offer important hints about mothers' preferences towards specific elements and ingredients associated with nappies and wipes.

Diversifying baby wipe products into new cleaning usages will enable tapping into new customer bases in the near future. Also, quality assurance and expertise should lead to specialised mother and baby care retailers being successful at winning over mothers' hearts for purchasing baby care products.

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