

Nappies and Baby Wipes - China - March 2016

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“To improve and enhance competitiveness in the China nappy market, companies and brands need to prioritise improving product quality since this product feature is the top driver for consumers’ brand switch behaviour. Among all product factors, breathability of nappies is the key concern. Nappies and baby wipes targeting specific usage occasions are also worth investing in developing.”

– Yujing Li, Senior Analyst

This report looks at the following areas:

- Providing more nappies and baby wipes which can offer convenience
- Scope to launch nappies and baby wipes targeting different usage occasions
- How can disposable nappies take a further step in China?

The nappy and baby wipe market has experienced rapid growth over last five years and is expected to continue increasing due to Chinese parents’ increasing demands. Companies and brands can drive their sales revenue through launching products targeting for specific usage occasions or promoting products with more convenience-related features.

This report provides information on the behaviour of current nappy and baby wipe consumers. It goes into detail to understand which type of nappy and baby wipe products consumers are using and for which occasion they usually use those products. In the meantime, consumers’ attitudes toward leading nappy brands and brand switch behaviour are also investigated in this report to guide brands in forming marketing and trade strategies.

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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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