

## Nappies and Baby Wipes - China - April 2017

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“Even though baby care products retailing is seeing the trend of moving to online, specialised baby care store is still the most trusted and most often visited channel for Chinese mums. This indicates in-store experience is still crucial in mums’ purchase journey. Brands and retailers need to integrate the advantages of both online and offline channels to provide seamless shopping experience.”

– Alice Li, Research Analyst

This report looks at the following areas:

- Will high-tier cities’ parents trade down for a second baby?
- Has online shopping surpassed in-store?
- Further product differentiation

The nappies and baby wipes market in China is rapidly growing yet fiercely competed, and the trend is expected to continue in the next five years. Meanwhile, Chinese parents are growing more rational and critical when buying nappies, which drives them to leverage the benefits of both online and in-store channels. With a clear trend of shifting to online shopping, specialised mother and baby care stores is still the most trusted channel where consumers are less sensitive to price increase than other channels.

This Report contains analysis of consumers’ purchase journey of nappies. It goes into detail to understand what channels they use to gather information, to purchase and repurchase, and to what extent they are sensitive to price. The Report also provides information about the problems Chinese mums encounter when taking care of babies.

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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

### Overview

What you need to know  
 Covered in this Report  
 Subgroup definitions  
 Household income  
 Channel definitions

### Executive Summary

#### The market

Figure 1: Best- and worst-case forecast of total value sales of nappies and baby wipes market, China, 2011-21

#### Companies and brands

Figure 2: Value share of leading companies in nappies and baby wipes market, China, 2015-16

#### The consumer

##### Diaper rash is the most concerned problem

Figure 3: Problems when taking care of babies, December 2016

##### Slightly different preference towards Chinese and Japanese brands of nappies

Figure 4: Brand origins of nappies and baby wipes, December 2016

##### Specialised mother and baby care stores are highly preferred

Figure 5: Channels used to obtain nappy-related information for first-time purchase, December 2016

##### Increasing visits to online but does not dampen the importance of specialised mother and baby care stores

Figure 6: Purchasing channels, 2014 vs 2016

##### Consumers have visited specialised stores most often

Figure 7: Most often visited purchasing channel, December 2016

##### Both demographics and purchasing channel affect consumers' price sensitivity

Figure 8: Price sensitivity, by most often visited purchasing channel, December 2016

#### What we think

### Issues and Insights

#### Will high-tier cities' parents trade down for a second baby?

The facts

The implications

#### Has online shopping surpassed in-store?

The facts

The implications

#### Further product differentiation

The facts

The implications

### The Market – What You Need to Know

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Steady growth after the blowout  
 Immediate boost from second-child policy but limited in the long run  
 Nappies segment dominates the market

## Market Size and Forecast

Slowing down after the blowout  
 Figure 9: Market value of nappies and baby wipes in China, 2012-16

Solid growth in double digits for the next five years  
 Figure 10: Best- and worst-case forecast of total value sales of nappies and baby wipes market, China, 2011-21

## Market Factors

Second-child policy ensures volume consumption  
 Figure 11: New births in China, 2006-16  
 Investing in better quality products due to safety concern  
 Staying in this category longer in exchange of time

## Market Segmentation

Regular nappies dominate while pull up nappies experienced strong growth  
 Figure 12: Market value of nappies and baby wipes, by segment, China, 2012-16  
 Figure 13: Best- and worst-case forecast of total value sales of nappies market, China, 2011-21

Baby wipes need to expand usage occasions  
 Figure 14: Segment share of nappies and baby wipes market, UK, US and China, 2015  
 Figure 15: Best- and worst-case forecast of total value sales of baby wipes market, China, 2011-21

## Key Players – What You Need to Know

International players leading while the market further fragments  
 Different games for different players  
 Prospects of product differentiation

## Market Share

International players leading the market  
 Figure 16: Value share of leading companies in nappies and baby wipes market, China, 2015-16  
 Consumers' craze for Japanese brands  
 Growth of the 'Others' segment

## Competitive Strategies

Raise penetration in low tier cities by mass products  
 Keep manufacture outside of China to charge premium  
 Figure 17: Example of Pampers diapers, China, 2016  
 Figure 18: Examples of Unicharm diapers, China, 2017  
 Figure 19: Example of Libero diapers, China, 2016  
 Team up with specialised mother and baby care shopping websites

## Who's Innovating?

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## Cotton disposable diapers

Figure 20: BBNice disposable cotton nappies, China, 2016

## Different size, same love

Figure 21: Unicharm preemie diapers, China, 2016

## VR factory tour

Figure 22: Daio VR factory tour, China, 2017

## For three hours and 12 hours

Figure 23: Nepia Whitto for three hours and for 12 hours diapers, Japan, 2016

## The Consumer – What You Need to Know

Demands for better diapers

Mixed usage of brands from different origins

Chinese mums using both in-store and online channels

Flourishing online channels do not hinder consumers fond of specialised stores

Top two channels gain loyalty from over 50% of consumers

Comparatively lower price sensitivity when shopping in specialised stores

## Problems When Taking Care of Babies

Top problems suggest room for product improvements

Figure 24: Problems when taking care of babies, December 2016

Different focuses on sleeping issues

Figure 25: Baby's sleeping issues, by monthly household income, December 2016

Mums who have babies aged 13-24 months are most troubled

Figure 26: Problems when taking care of babies, by baby age, December 2016

## Brand Origin

Japan leads the preference for international brands

Figure 27: Brand origins of nappies and baby wipes, December 2016

Mums aged over-35 less likely to use pants-type nappies and baby wipes

Figure 28: Percentage of consumers who haven't bought these products in the last six months, by mum's age, December 2016

## Information Channel

Specialised mother and baby care stores the most trusted information channel

Figure 29: Channels used to obtain nappy-related information for first-time purchase, December 2016

Young mums are more active in seeking information

Figure 30: Numbers of information channels mums use, by mums' age, December 2016

While the age of mums doesn't impact their channel preference significantly

Figure 31: Ranking of most used information channels, by mum's age, December 2016

## Purchasing Channel

Purchase preferences shifting: bricks-and-mortar vs online

Figure 32: Purchasing channels, 2014 vs 2016

Top two information channels also gain the highest conversion rate

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Figure 33: Conversion rate of different channels, December 2016

High earners fond of channels with imported products

Figure 34: Purchasing channels, by monthly household income, December 2016

## Most Often Visited Purchasing Channel

Top two contribute over half of the most often visited purchasing channels

Figure 35: Most often visited purchasing channel, December 2016

Profile of different channels' consumers

Figure 36: Top three most often visited purchasing channels, by demographics, December 2016

The young are not always online shoppers

Figure 37: Percentage of using online channels, by mum's age, December 2016

Regular supermarkets are relatively good at retaining consumers

Figure 38: Retention rate of different channels, December 2016

## Price Sensitivity

Relatively high price sensitivity

Figure 39: Price sensitivity, December 2016

Consumers in specialised mother and baby care stores are less sensitive to price, while online buyers look for discounts

Figure 40: Price sensitivity, by most often visited purchasing channel, December 2016

## Meet the Mintropolitans

Worried mums

Figure 41: Problems when taking care of babies, by consumer classification, December 2016

Open to brands from different countries

Figure 42: Brand origins of tape-type nappies, by consumer classification, December 2016

Patronize more channels

Figure 43: Channels used to obtain nappy-related information for first-time purchase, by consumer classification, December 2016

Most often visited channel same as Non-MinTs

Figure 44: Most often visited purchasing channel, by consumer classification, December 2016

## Appendix – Market Size and Forecast

Figure 45: Retail market value of nappies and baby wipes, by segment, China, 2011-21

## Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

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