

Baby Personal Care - China - September 2017

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“Dads and mums are showing similar caring about their kids and are willing to try innovations, which means opportunities for these formerly niche products. The key is how to convince parents of the effectiveness and safety of these products. Famous brand names are not that trustworthy and parents now need a combination of expertise and real parents’ real experience.”

– Alice Li, Research Analyst

This report looks at the following areas:

- How can baby suncare products better engage with Chinese parents?
- Dads caring about kid as much as mums
- Provide a combination of expertise and real experience

The baby personal care market in China is expected to see a value growth in 2017, driven by the full execution of the two-child policy and the increasing demand for premium products as parents’ spending power rises. Given this strong performance and prospect, the competition is going to be continuously fierce with newcomers nibbling away market share from market leaders.

While the mainstream products are premiumising, brands need to invest in product innovation to stimulate the niche sub-categories and leverage the emerging channels to build influence.

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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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