

Family Planning and Pregnancy - UK - September 2017

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“A declining birth rate remains a barrier to growth of the family planning and pregnancy category, but limited product innovation is also a challenge. Digital advances in fertility tracking and pregnancy tests afford consumers more information than traditional testing products, which brands could look to harness in order to grow the category further.”

– Hera Crossan – Personal Care Analyst

This report looks at the following areas:

- A category in need of innovation
- Preparative products have lower penetration
- “We’re in this together”

Within the category itself, a small number of key players has resulted in low levels of innovation, which could be hindering product awareness and take-up, particularly for products such as male fertility tester kits. The category can also prove overwhelming for many, with a plethora of peer-led advice on family planning and pregnancy potentially proving more of a hindrance than a solution, suggesting a need for more expert curation.

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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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