

## Children's Personal Care Products - UK - November 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“In a bid for safety, parents and brands alike turn to natural ingredients to provide gentle care. However, premium prices will still turn shoppers away as financial concerns mean less spend on non-essentials. Smaller brands are taking advantage of the quiet advertising landscape by connecting with parents via social media, which they use to prove results and build trust.”

– Alex Fisher, Senior Beauty Analyst

This report looks at the following areas:

- Being gentle to skin and the planet
- The balance between price and quality

Hygiene essentials are the most purchased child-specific products, encouraging use among children. Products that help younger children take control of care routines, and products for older children are good routes for extending current ranges or acquiring new licenced characters.

Small brands have used social media to build trust with parents, and prove product results with caring ingredients. Parents are willing to forego well-known brands for niche ones that promote natural ingredients, but charging premium prices could be interpreted as putting a price on children's safety. Recyclable packaging is another way brands could show that they care, by creating a better future for children.

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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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- Financial worries
- Strong characters

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The cost of naturals

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Responsible packaging

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