

Mother and Baby Products Retailing - China - April 2018

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“Birth rates are low, and the number of childbearing age mothers continues to decrease. Yet the mother & baby products market continues to grow well, thanks to parents spending more, per capita, on their babies as they seek better quality, safer products.”

– **Matthew Crabbe** – Regional Trends Director, Asia-Pacific

This report looks at the following areas:

- Get the basics right!
- Being the expert
- Provide more amenities

Slowing growth is driving ever-increasing competition in the market, with more retailers competing for a share of this fragmented market. To be successful, retailers must not only convince parents they have wide ranges of good quality products at competitive prices, but also increasingly offer better quality service to parents. Mintel’s survey results show that parents want retailers to focus their service quality on providing better parental advisory services, as well as offering good quality products, with attractive stores and good facilities. This will require retailers to invest in improving customer service, and to offer trusted parenting expertise.

This Report covers how parents choose products and from which mother & baby product retail channels, and their motives. It focuses on how parents research for the best products and seek advice. It includes analysis of how parents compare retailers, as well as how they choose between products by seeking certain key benefits. The Report also looks at how parents also research about mother & baby products, as well as advice about parenting. All of these factors are crucial for mother & baby products retailers to know when attempting to stand out in this highly fragmented and competitive market. It is certainly still a growth market, despite falling birth rates, and is trending towards higher-quality, higher-value products and advisory services. This Report also analyses how it is the services, especially for parental advice and infant development, that are becoming increasingly important differentiators in mother & baby products retail brands.

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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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