

Nappies - China - May 2018

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“Consumption premiumisation has further fuelled the market growth and tariff reduction will bring opportunities to international brands and also threat domestic brands. The agreement on nappy choices of mums and dads shows a chance to involve dads into purchasing nappy. Keep investing in high quality products and providing thoughtful service are the key to maintain consumers.”
- Vicky Zhou, Research Analyst

This report looks at the following areas:

- Slight differences between mums and dads
- How to retain consumers' brand loyalty in the industry with relatively high price sensitivity
- Threats to local brands

The nappy market has kept stable growth in 2017 and Mintel forecasts the market to grow at a value CAGR (Compound Annual Growth Rate) of 8.1% in 2017-22. Consumption premiumisation and tariff reduction contribute to the market growth, while the slowdown of new births will be a drag.

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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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