

Baby Personal Care - China - October 2019

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“After fewer new births in 2019, the market has become driven more by the high-end of the sector. Given consumers’ higher demand for products and greater willingness to spend on high-quality products, brands need to seize the opportunity to go premium and highlight ingredient claims and certifications to prove safety.”

- Vicky Zhou, Report Analyst

This report looks at the following areas:

- Focus on emotional communication
- What does 'safety' mean to parents?
- How to encourage consumption premiumisation?

The baby personal care market, despite experiencing a slightly slower growth in 2019, has still maintained stable growth. Mintel forecasts the market to grow at a value CAGR (compound annual growth rate) of 14.6% over 2019-24. The premiumisation trend has continued to drive this market, while a decline in the number of new births has exerted the opposite effect.

Consumers have increased their spending on baby personal care products mainly because of increased usage frequency. International brands still garner more trust than local brands among consumers in terms of safety and professionalism. As for associations with safety, consumers mainly associate natural ingredients and certifications with a safe product.

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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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Table of Contents

Overview

- What you need to know
- Covered in this Report
- Subgroup definitions (by Monthly Household Income)

Executive Summary

- The market
 - Figure 1: Best- and worst-case forecast of total value sales of baby personal care market, China, 2014-24
- Companies and brands
 - Figure 2: Leading manufacturers' share in value sales of baby personal care market, China, 2017-18
- The consumer
 - Baby suncare is still niche
 - Figure 3: Changes in spending compared to 12 months ago, June 2019
 - Usage frequency is the main driver
 - Figure 4: Reasons for spending more on baby personal care products, June 2019
 - Brand penetration remains unchanged for the most part
 - Figure 5: Baby personal care brands used in the last 12 months, 2018 vs 2019
 - International brands are perceived as safer and more professional
 - Figure 6: Attributes associated with baby personal care brands, June 2019
 - Plant extracts is the most important ingredient claim
 - Figure 7: Importance of ingredient claim, June 2019
 - Ingredient first, certification next
 - Figure 8: Features associated with safety baby personal care products, June 2019
- What we think

Issues and Insights

- Focus on emotional communication
 - The facts
 - The implications
 - Figure 9: Example of baby personal care product with fun for babies, UK, 2018
 - Figure 10: Kit & Kin product set
- What does 'safety' mean to parents?
 - The facts
 - The implications
 - Figure 11: Evereden certification proof
- How to encourage consumption premiumisation?
 - The facts
 - The implications
 - Figure 12: Examples of baby suncare and baby lip balm, China, 2018 and 2019

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Figure 13: Examples for adult skincare brands expanding in baby personal care market, US, 2018 and 2019

The Market – What You Need to Know

- Fast growth maintained
- Skincare segment contributed most share and growth momentum
- Premiumisation is the main driver

Market Size and Forecast

- Growth speed slowed down
- Figure 14: Best- and worst-case forecast of total value sales of baby personal care market, China, 2014-24

Market Factors

- Product premiumisation
- Figure 15: Price range of new baby personal care product launches, China, MAT August 2018 vs MAT August 2019
- Smarter retailers reach more consumers
- Decreased number of new-borns

Market Segmentation

- Baby skincare segment
- Figure 16: Best- and worst-case forecast of total value sales of baby skincare market, China, 2014-24
- Baby bath & soap segment
- Figure 17: Best- and worst-case forecast of total value sales of baby bath & soap market, China, 2014-24
- Baby haircare segment
- Figure 18: Best- and worst-case forecast of total value sales of baby haircare market, China, 2014-24

Key Players – What You Need to Know

- Local brands see continued growth
- Upgraded service cater to mums
- Opportunity in 'product tested' and organic claims

Market Share

- International brands have different stories
- Figure 19: Leading manufacturers' share in value sales of baby personal care market, China, 2017-18
- Local brands won more share

Competitive Strategies

- Pay attention to babies' feelings
- Figure 20: Giving Baby Sensory Enlightening Series, China, 2019
- Care for mums
- Figure 21: Aveeno baby and mother product set, China
- Collaborate with IPs
- Figure 22: Example of baby personal care products collaborating with IPs, China, 2019

Who's Innovating?

- True innovation drives the market

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Figure 23: Launch type of new baby personal care product launches, China, MAT August 2018 vs MAT August 2019

'Free from' claim is less active in China than other countries

Figure 24: 'Free from' claim of new baby personal care product launches, by market, MAT August 2019

Product tested also lacking in China...

Figure 25: 'Product tested' claim of new baby personal care product launches, by market, MAT August 2019

...but hypoallergenic claims on the rise

Figure 26: 'Product tested' claim of new baby personal care product launches, China, MAT August 2018 vs MAT August 2019

Figure 27: 'Hypoallergenic claim' of new baby personal care products launches, China, 2019

Prebiotics ingredients expand from adult skincare

Figure 28: New prebiotics baby personal care products launches, China, 2019

Organic in China

Figure 29: New organic baby personal care products launches, China, 2019

Figure 30: New organic baby personal care products launches, US and UK, 2019

Stick format for convenience

Figure 31: Stick format of new baby personal care products launches, Norway and Austria, 2018

The Consumer – What You Need to Know

Baby insect repellent is what majority of consumers increased spending on

Increased usage frequency contributes to spending the most

Consumer profiles of brands have changed in 2019

Local brands lack consumer trust

Organic claim is more favoured by affluent consumers

Consumers are paying attention to certifications

Changes in Spending

More spending on baby insect repellent

Figure 32: Changes in spending compared to 12 months ago, June 2019

Parents in tier one cities are more innovative

Figure 33: Changes in spending compared to 12 months ago – 'spent more', June 2019

Reasons for Spending More

Increased usage frequency is the main reason

Figure 34: Reasons for spending more on baby personal care products, June 2019

Affluent families upgraded products and brands

Figure 35: Reasons for spending more on baby personal care products, by monthly household income, June 2019

Motivations for trading up are similar across different city tiers

Figure 36: Reasons for spending more on baby personal care products, by city tier, June 2019

Brands Used

Brand usage is stable...

Figure 37: Baby personal care brands used in the last 12 months, 2018 vs 2019

...however users are different from 2018

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Figure 38: Gaps between baby personal care brands used in the last 12 months, by select demographics, 2018 vs 2019

Figure 39: Baby personal care brands used, by monthly household income, June 2019

Figure 40: Baby personal care brands used, by city tier, June 2019

Brand Perception

Johnson & Johnson perceived as most reliable

Figure 41: Attributes associated with baby personal care brands, by brand, June 2019

Local brands win in the value-for-money stakes

Giving suffers from lack of brand awareness

Attitudes towards Ingredient Claims

Plant-based is most valuable

Figure 42: Importance of ingredient claims, June 2019

High earners care more about organic ingredients

Figure 43: Importance of ingredient claims – most important, by monthly household income, June 2019

Associations with Safety

Natural ingredients are the most widespread association

Figure 44: Features associated with safety baby personal care products, June 2019

Younger parents focus more on certification

Figure 45: Features associated with safety baby personal care products – most important, by age, June 2019

Certification's value varies most between consumers with different income levels

Figure 46: Features associated with safety baby personal care products – most important, by monthly household income, June 2019

More consumers in lower tier cities use brand as indicator of safety

Figure 47: Features associated with safety baby personal care products – most important, by city tier, June 2019

Meet the Mintropolitans

Mintropolitans prefer foreign brands

Figure 48: Baby personal care brands used in the last 12 months, by consumer classification, June 2019

Parabens matter more to Mintropolitans

Figure 49: Importance of ingredient claim, by consumer classification, June 2019

Mintropolitans and non-Mintropolitans hold similar safety associations

Figure 50: Features associated with safety baby personal care products – most important, by consumer classification, June 2019

Appendix – Market Size and Forecast

Figure 51: Total value sales of baby personal care market, China, 2014-24

Appendix – Market Segmentation

Figure 52: Total value sales of baby skincare market, China, 2014-24

Figure 53: Total value sales of baby bath & soap market, China, 2014-24

Figure 54: Total value sales of baby haircare market, China, 2014-24

Figure 55: Total value sales of others in baby personal care market, China, 2014-24

Appendix – Methodology and Abbreviations

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Methodology

Fan chart forecast

Abbreviations

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