



# Mother and Baby BPC - UK - March 2019

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## This report looks at the following areas:

- The convenience challenge
- There's something in the water

Declining birth rates mean that in 2018 the value of the babies' and children's personal care products, nappies, and wipes market fell by 3.4% to £680 million. With environmental issues and ingredient safety also hitting the headlines, parents are going back to basics with natural and gentle solutions for their babies. However, parents still rely on brands and retailers to deliver these improved solutions with the same quality and convenience they are used to.

Gifting shows promise, with baby showers a growing tradition in the UK. Many parents say they now regularly buy brands they first received as gifts, making it a great opportunity for trial. Incorporating luxury maternal care can further premiumise gifting, driving value back into the category.



"In 2018 the babies' and children's personal care products, nappies and wipes market fell by 3.4% to £680 million. The trend for naturals in beauty has driven parents to look for similar gentle solutions for their babies, expecting brands and retailers to deliver them with the same quality and convenience they are used to."

– Alex Fisher, Senior Beauty Analyst

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