

# Babies' and Children's Personal Care Products - UK - March 2011

Report Price: £1500 / \$2310 / €1793



## What is this report about?

Continued growth of the UK's birth rate has kept the £328 million babies' and children's toiletries market buoyant. With the recent economic recession, price discounting in the category has helped to bolster volumes, although this is at the expense of value growth. Between 2005 and 2010, average spend per baby/child grew by 11%, from around £41 to £45. A growth in incomes and birth rate helped to support growth of the market up to 2008, but this has slowed considerably since 2009. The future of the market looks favourable, as the UK's child population is estimated to grow by 5.5%, from 7.3 million to 7.7 million, by 2015. Over the next five years, growth will be driven mainly by the number of 5-9-year-olds, which is set to grow by 12%.

## What have we found out?

- In order to grab parents' attention, manufacturers are increasingly focusing on introducing new products that are fun to use for babies' and children. Children's character-licensed toiletries are becoming increasingly common. Almost one in six parents buy toiletries for their baby or child which feature characters.
- Own label has grown in value by 10% since 2008, buoyed by the recession with consumers looking for bargains. Just under a quarter of consumers believe that the quality of own-label products is just as good as branded.
- Approaching half of parents say that a well-known brand is an important consideration when buying toiletries for their offspring. And with the US phenomenon of baby showers becoming more common in the UK, this is an opportunity for big name baby brands to get involved in the gifting market, providing gift baskets of baby essentials that the mother is likely to continue buying once their baby is born. "
- Baby toiletries are used by one quarter of parents on themselves, so this offers potential for brands typically seen as 'just for baby' to expand into the wider toiletries market to cater for adults as well; perhaps on a sensitive skin platform.
- Organic versions of babies' and children's toiletries are deemed too expensive to buy according to 11% of consumers, with just over two thirds of consumers buying organic products only when they are on special offer.
- Three quarters of all parents purchase baby wipes, and this sector dominates the babies' and children's personal care market, accounting for almost two thirds of total value sales. Females (79%) are more likely to purchase wipes compared to males (71%). Focusing on the multiple uses of baby wipes in marketing can help to extend product appeal to a variety of target audiences.

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**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100