

Baby Care - China - September 2012

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“According to China’s National Bureau of Statistics, there are around 71 million children aged 0-4 in 2011, accounting for almost 5% of the total population.

Growth in the baby care product market is largely fuelled by the growing baby population, and the disposable incomes of parents have also increased considerably at the same time. Moreover, the average age of parents in China has also increased in the past few years. Older parents are considered to be financially more stable and hence have more money to spend on their babies and kids’ personal care. The baby care market has witnessed a growing trend in baby specific products, especially baby cosmetics, which are organic in terms of ingredients used and pose no threat to baby’s health.”

– Jiang Xinyi—Research Analyst

In this report we answer the key questions:

- How can brands and manufacturers be more competitive when facing a high number of product safety scandals in China’s baby care market?
- What could brands and manufacturers do under the new regulations of China’s baby care products?
- How can the high-end baby care sector be developed in China?
- What are the opportunities in China’s lower tier cities for the baby care market?
- How can brands and manufacturers prompt the development of new baby care products?

Baby care covers a wide range of categories including baby wipes, soap & bath products, and other toiletries for babies and toddlers aged between 0 and 4 years old. It includes hair care, skincare and suncare for babies, but excludes oral hygiene, diapers, and fragrances.

In this report, the baby care market in China consists of both local and imported products and has been divided into three segments, which are defined as follows:

- Baby wipes: wipes and towelettes
- Soap and bath shower: soap, bath and shower products
- Other toiletries: hair care, skincare and suncare
- Haircare: shampoo and conditioner
- Skincare: body lotions, oils & creams, milks, petroleum jelly and talcs & powders
- Suncare.

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