

Babies' and Children's Personal Care Products, Nappies and Wipes - UK - February 2013

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"With the baby boom set to continue in the year ahead, and the average age of parents rising, this comes as good news to the category suggesting the market will continue to grow. A growingly multicultural environment offers opportunities to bring foreign influences into product innovations."

– Roshida Khanom, OTC and Personal Care Analyst

In this report we answer the key questions:

- How has, and will, the baby boom affect this market?
- What opportunities will the withdrawal of Huggies have in the market?
- How can parents be encouraged to experiment or switch brand loyalties?
- What are the claims opportunities in this category?

The babies' and children's personal care, nappies and wipes market has seen an increase in sales of 2.6% in 2012, rising from £850 million in 2011 to a predicted £872 million in 2012. The growth in the market has been driven in part by the baby boom, which is predicted to continue in the next year, with slower growth from the personal care sector compared with the nappies and wipes sectors. With the average age of mums rising, it's likely that older parents will have greater disposable income to spend in the category.

This is a market where own-label activity has increased in recent years, and with parents shopping with price in mind, this provides stiff competition to big brands. Own-label activity has been particularly strong in the wipes category, with a number of new launches in 2012. With competitive claims at competitive prices, they are taking a large share of the wipes market. In the nappy category, big brands still dominate, however, with the withdrawal of Huggies in spring 2013, this will leave a vacuum in the market for other brands to fill.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market