

Nappies and Baby Wipes - China - June 2014

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"Over the past five years, the nappies and baby wipes market has experienced staggering growth, driven by rising awareness of babies' personal hygiene and the convenience seeking lifestyle, which increasingly makes disposable baby products daily essentials."

- Jade Liu, Senior Research Analyst

This report looks at the following areas:

- What is the current state of the nappies and baby wipes market in China and what are the trends, and drivers and barriers to growth?
- Which are the key companies in the industry and what are their strengths and areas of opportunities?
- What are the top purchase consideration factors and the most influential information channels for nappies and baby wipes?
- What aspects of product premiumisation should brand prioritise in nappies to encourage trading-up?
- How can brands leverage product specialisation in nappies to differentiate themselves in the crowded market?
- What are the opportunities in baby wipes to satisfy unmet consumer needs?

As the nappies and baby wipes market is increasingly crowded and competitive, premiumisation and product specialisation will become inevitable trends. For instance, brands can adopt natural materials for nappies and baby wipes to alleviate product safety concerns and encourage consumer trade-up.

For nappies, usage by occasions, purpose and seasonality help brands to capture the intricate needs of consumers. For baby wipes, symptom-relieving advanced baby wipes mark an additional opportunity for brands to address untapped needs. To stay ahead of the competition, brands need to leverage leading social media networks for more personalised marketing and integrate online and offline channels to achieve greater consumer reach.

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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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