

Babycare - China - November 2014

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“The relaxation of the one-child policy in 2013 will result in more newborns in the future. This coupled with increasingly disposable income and growing appreciation towards baby care products will foresee growth of China’s blooming baby care market from RMB 4,283 million in 2013 to reach RMB 8,871 million in 2019 with a CAGR of 15.4% from 2014-19.

– Eileen Ngieng, Senior Research Analyst

This report looks at the following areas:

- Will edible claim be the future trend?
- Nurturing the usage habits of speciality baby care products
- Is online shopping going to replace bricks-and-mortar stores?

Sophisticated mothers (ie higher education/income/tier cities and working) are core users of baby care products and are also those with higher demands towards products’ ingredient safety and functionality. These mothers are also active online shoppers that tend to use online sources to search production information. However, offline channels remain important, especially mother and baby care stores which can provide expert human advice for less experienced parents.

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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

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