

Baby Personal Care - China - August 2015

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“Mums’ overseas purchasing behaviour could be a threat for domestic baby personal care market, especially in the high-end segment. Quality of ingredients, product function/effect, value for money and no additives are the top reasons why mums would like to buy from overseas, indicating that companies need to be more competitive on these to win back consumers.”
 – Yujing Li, Senior Research Analyst

This report looks at the following areas:

- Make babies stronger through baby personal care products
- Other than “botanical” and “no additives”, what else can be used to assure safety?
- Vast market potentials in rural area

This report builds on the analysis presented in Mintel’ report Babycare – China, November 2014.

In this report, baby personal care products include: baby shampoo, baby soap, baby shower gel, baby body powder, baby body lotion/cream, baby suncare, baby oil, baby nappy cream, baby insect repellent and baby hand wash/liquid soap. It excludes baby nappies and wipes, feeding and food preparation accessories. The demographic age coverage includes babies and toddlers aged 0-4.

The report covers the retail market for baby personal care products. Market value is based on sales through all retail channels (including direct to consumer), but excludes the professional sector (eg hospital).

Mintel also divides consumers into three groups based on their monthly household income (MHI). The table below shows the definitions of Low MHI, Mid-MHI and High MHI consumer groups.

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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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