

Mother and Baby Products Retailing - China - September 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The mother and baby products retail market has not only grown quickly, but it has also quickly moved online. However, it is a market where trust in quality and advice are crucial. Consumers need to be convinced of product quality in-store before they go on to buy online.”
 – Matthew Crabbe – Director of Research, Asia-Pacific

This report looks at the following areas:

- Previous purchasing of baby products
- Important factors influencing retailer choice
- Planning and research prior to product purchase
- Factors influencing product purchase
- Health and safety factors influencing product purchase
- Attitudes towards mother and baby products

Building brand trust and confidence increasingly means companies must not only sell high quality products, but also provide a high level of expertise and advice. This means developing new services with the help of infant development experts and institutions, but also training staff to deliver that expertise.

As the market quickly expands into lower tier cities, brands and retailers must see their business expansion not just in terms of product delivery logistics, but also in terms of service and expertise delivery. It also requires better provision of information and engagement with consumers, using all retail channels (both online and in-store), as well as engaging with consumers through social networks.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Mother and Baby Products Retailing - China - September 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

Definition

Executive Summary

The market

Figure 1: China – Total retail market for mother and baby products, 2010-2020

Companies and brands

Figure 2: China – Mother and baby products retail sales, by format, 2014

The consumer

Previous purchasing of baby products

Figure 3: Mother and baby products bought by consumers in the past 12 months, May 2015

Important factors influencing retailer choice

Figure 4: Factors influencing choice of retailer for mother and baby products, May 2015

Planning and research prior to product purchase

Figure 5: Period when consumers look for information for different types of baby products, May 2015

Factors influencing product purchase

Figure 6: Key factors influencing consumer choice of baby products, May 2015

Health and safety factors influencing product purchase

Figure 7: Key health and safety factors important to consumers when choosing which products to buy, May 2015

Attitudes towards mother and baby products

Figure 8: Consumers' attitudes towards purchasing mother and baby products, May 2015

What we think

Issues and Insights

The pros and cons of in-store versus online

The facts

The implications

What's next?

Being the fount of expert advice

The facts

The implications

What's next?

Safety remains the prime motivator

The facts

The implications

What's next?

The Market – What You Need to Know

Consumers will continue to trade up

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Mother and Baby Products Retailing - China - September 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Increasing shift towards non-food spending
 Low birth rate means more scope for trading up

Market Size and Forecast

Figure 9: China – Total retail market for mother and baby products, 2010-2020

Market Segmentation

Food dominates the market

Figure 10: China – Retail sales of baby care products, 2011-15

Great potential in driving non-food sectors

Figure 11: China – Growth in retail sales of baby care products, 2011-15

Marketing of products could start sooner

Figure 12: Period when consumers look for information for different types of baby products, May 2015

Market Drivers

A mini baby boom?

Figure 13: Number of babies aged 0-3, 2011-15

Per capita spending rising

Figure 14: China – Mother and baby products per capita sales as a % of per capita average urban income, 2011-15

Investing in better quality

Still room to promote child car seats

Key Players – What you need to know

More retail shifts online

Online retailers dominated by Tmall

Specialist retailers competing to be the source of advice

Format Share

Retailers shifting to online selling

Figure 15: China – Share of mother and baby product sales by retail format, 2012-14

Online potential for deeper penetration

The Big Online Portals

Tmall

JD.com

Suning

Other notable online retail sites

Dangdang Mother and Baby (当当孕婴童)

Yihaodian (1号店母婴)

Amazon China (亚马逊母婴)

Beibei Wang (贝贝网)

Key Mother and Baby Specialists' Differentiation

Babies to Kids (乐友孕婴童)

BUY THIS
 REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

Mother and Baby Products Retailing - China - September 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Baby King (孩子王)
 Goodbaby (好孩子)
 Other key mother & baby specialists
 Aqin (爱亲母婴生活馆)
 Baby Island (爱婴岛)
 Qinqin Baby (亲亲宝贝)
 Lijia Baby (丽家宝贝)

The Consumer – What You Need to Know

Online purchasing has significant impact
 Genuine, safe products lead in-store; price and range lead online
 Product consideration begins well before birth
 Advice and recommendation avidly sought
 Consumers consider many health & safety factors
 Trust significantly influences consumer attitudes

Previous Purchasing of Baby Products

Online purchasing has significant impact
 Figure 16: Mother and baby products bought by consumers in the past 12 months, May 2015

Experience/age impacts online/in-store channel choice
 Figure 17: Mother and baby products bought by consumers in the past 12 months, by age group, May 2015

Higher income consumers more likely to buy online
 Figure 18: Mother and baby products bought by consumers in the past 12 months, by monthly household income group, May 2015

In-store versus online very different by city tier
 Figure 19: Mother and baby products bought by consumers in the past 12 months, by city tier, May 2015

Factors Influencing Choice of Retailer

Genuine, safe products lead in-store; price and range lead online
 Figure 20: Factors influencing choice of retailer for mother and baby products, May 2015

Retailer choice factor differences
 Figure 21: Differences in factors influencing choice of in-store/online retailer for mother and baby products, by age group, May 2015
 Figure 22: Differences in factors influencing choice of in-store/online retailer for mother and baby products, by monthly household income group, May 2015

Planning and Research Prior to Product Purchase

Product consideration begins well before birth
 Figure 23: Period when consumers look for information for different types of baby products, May 2015

Research skills shape information priorities
 Figure 24: Period when consumers look for information on infant formula milk and supplementary baby foods, by level of educational attainment, May 2015

Information sources sought for baby foods
 Figure 25: Period when consumers look for information on infant formula milk and supplementary baby foods, by key factors influencing consumer choice of baby products, May 2015

Information sources sought for non-food products
 Figure 26: Period when consumers look for information on nappies/diapers and baby skincare products, by key factors influencing consumer choice of baby products, May 2015

**BUY THIS
 REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

Mother and Baby Products Retailing - China - September 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Factors Influencing Product Purchase

Advice and recommendation avidly sought

Figure 27: Key factors influencing consumer choice of baby products, May 2015

Younger mothers seeking professional advice

Figure 28: Key factors influencing consumer choice of baby products, by age group, May 2015

Independent information gathering grows with income

Figure 29: Key factors influencing consumer choice of baby products, by monthly household income group, May 2015

Health and Safety Factors Influencing Product Purchase

Consumers consider many health and safety factors

Figure 30: Key health and safety factors important to consumers when choosing which products to buy, May 2015

Income affects consumers' considerations

Figure 31: Key health and safety factors important to consumers when choosing which products to buy, by monthly household income group, May 2015

Age and experience also affects choice

Figure 32: Key health and safety factors important to consumers when choosing which products to buy, by age group, May 2015

Attitudes towards Mother and Baby Products

Trust significantly influences consumer attitudes

Figure 33: Consumers' attitudes towards purchasing mother and baby products, May 2015

Demand for knowledge rises with income level

Figure 34: Consumers' attitudes to purchasing mother and baby products, by monthly household income group, May 2015

But consumer attitudes are very different by city

Figure 35: Consumers' attitudes towards purchasing mother and baby products, by tier 1 city, May 2015

Figure 36: Consumers' attitudes towards purchasing mother and baby products, by tier 2 & 3 city, May 2015

Appendix – Market Size and Forecast

Figure 37: China – Total market value for mother and baby product retail sales, 2010-20

Appendix – Methodology and Abbreviations

Methodology

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com