

## Baby Personal Care - China - June 2016

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"The baby personal care market is looking promising along with the government's end of one-child policy. That said, competition is escalating while maintaining consumers' loyalty could be challenging. More new international brands are being introduced, especially via online retailers."

— Wenwen Chen, Senior Beauty and Personal Care Analyst

### This report looks at the following areas:

- What leads to high retention?
- What does "safe" means to mums?
- Where is the next opportunity?

The baby personal care market is booming despite the slowdown of FMCG (Fast Moving Consumer Goods) industry in general. The growth is backed by both consumers' increasing demand for better quality products as well as the entry of new international brands that specialised in this market.

This report will help you to review the market drivers, market size, dynamics between top players, global new innovations, consumers' product usage, major brands usage, major brands' association, perception towards product safety and marketing opportunity.

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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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