

Disposable Baby Products - US - April 2016

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"After years of flat or declining sales, the disposable baby products market is bouncing back as birth rates and consumer confidence recover and parents allocate more spend to premium products."
- Margie Nanninga, Home & Personal Care Analyst

This report looks at the following areas:

- Disposable baby product sales rebound in 2014 and 2015
- Parents seek cost savings when possible
- While birth rates are increasing, they are still behind 2007 highs

After years of flat or declining sales, the disposable baby products market is bouncing back as birth rates and consumer confidence recover and parents allocate more spend to premium products. Going forward, growth may be accelerated by product innovations, with products that simplify baby care routines or offer health and wellness benefits being of high interest to parents.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Disposable baby product sales rebound in 2014 and 2015

Figure 1: Total US sales and fan chart forecast of disposable baby products, at current prices, 2010-20

Parents seek cost savings when possible

Figure 2: Cost-savings attitudes toward disposable diapers, November 2015

While birth rates are increasing, they are still behind 2007 highs

Figure 3: Annual births and fertility rate, 2003-14

The opportunities

Find ways to engage Hispanic parents

Figure 4: Interest in disposable baby product innovations – interested in and willing to pay more for, by Hispanic origin, November 2015

Broaden usage occasions for wipes and personal care products

Figure 5: Usage habits for disposable wipes and baby personal care, November 2015

Product innovations, health and wellness benefits may increase consumer spend

Figure 6: Interest in disposable baby product innovations, November 2015

What it means

The Market - What You Need To Know

Disposable baby product sales rebound

Market growth driven by strong disposable diaper sales

Green movement tempers growth, emotional parenting presents opportunities

Stabilizing birth rates bode well for market, though numbers still behind 2007

Market Size and Forecast

Disposable baby product sales rebound

Figure 7: Total US sales and fan chart forecast of disposable baby products, at current prices, 2010-20

Figure 8: Total US sales and forecast of disposable baby products, at current prices, 2010-20

Market Breakdown

Disposable diapers largest segment, all segments experience growth

Figure 9: Share of disposable baby products sales, by segment, 2015 (est.)

Figure 10: Sales of disposable baby products, by segment, 2010-2015(est.)

Market Perspective

The green movement challenges disposable baby product sales

Figure 11: Trial of reusable/cloth diapers, by Hispanic origin, age, and household income of parent, November 2015

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Online purchasing a threat to brick-and-mortar retailers

Parents shop differently based on segment, "gentle" a common theme

Figure 12: Claims made in new disposable diapers and baby wipes product launches, by percentage of products making claim, February 2015-January 2016

Diaper-changing challenges differ by child's age – added struggles for dads

In their words

Emotions run high when caring for babies

Figure 13: Pampers, "A newborn journey of firsts," television ad, 2015

Market Factors

Rebounding birth and fertility rates drive market growth

Figure 14: Annual births and fertility rate, 2003-14

Average age of moms increases

Figure 15: US birth rates, by age of mother, 1990-2014

Growth tempered by Hispanics, who are less invested in disposable baby products

Figure 16: Annual births and fertility rates, by race and Hispanic origin of mother, 2003-14

More confident consumers can lead to higher spend on premium products

Figure 17: Consumer Sentiment Index, January 2010-November 2015

Key Players – What You Need to Know

Market dominated by P&G and Kimberly-Clark, P&G steals share

Pampers sales surge, adult and natural offerings boost personal care segment

Private label loses steam, fewer personal care items being used

Premium benefits, alternate formats capitalize on consumer confidence

Manufacturer Sales of Disposable Baby Products

Market dominated by P&G and Kimberly-Clark, P&G steals share

Manufacturer sales of disposable baby products

Figure 18: Manufacturer sales of disposable baby products, 2014-15

What's Working?

Robust marketing campaign helps Pampers reach parents

Figure 19: Pampers Swaddlers – trust commercial, July 2015

Figure 20: Pampers – How to prepare for a newborn baby – Essential tips, March 2013

Figure 21: MULO sales of select Pampers and Goodnites products, rolling 52-weeks ending Dec. 27, 2015

Sensitive, gentle claims stand out in wipes segment

Figure 22: MULO sales of select sensitive/gentle baby wipes, rolling 52-weeks ending Dec. 27, 2015

Natural and organic brands capitalize on concerns over ingredients

Figure 23: MULO sales of select natural and organic baby products, rolling 52-weeks ending Dec. 27, 2015

Adult personal care brands capitalize on consumer trust

Figure 24: MULO sales of select baby care products from adult brands, rolling 52-weeks ending Dec. 27, 2015

What's Struggling?

Private label loses steam as parents seek branded options

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Figure 25: MULO sales of select private label disposable baby products, 2012-15

In their words

Disposable training pants have yet to be impacted by higher birth rates

Figure 26: MULO sales of select disposable training pants, 2012-15

Parents use fewer personal care products on babies, tempering segment growth

Figure 27: MULO sales of select baby personal care segments, 2012-15

What's Next?

Premium benefits set products apart

Alternate formats, products that simplify childcare routines resonate with parents

Technology impacts retail landscape as well as product launches

Environmentally friendly diaper options compete with cloth diapers

The Consumer – What You Need to Know

Younger adults, multicultural parents more eager to start potty-training

Moms, younger parents drive disposable baby product purchases

Most purchases made at mass merchandisers, online making an impact

Focus on cost-savings tempers disposable diaper sales

Disposable wipes being used away from the changing table

Baby personal care routines reveal both challenges and opportunities

Health and wellness benefits, products that simplify routines could increase spend

Potty-Training Ages

Younger parents more eager to potty-train

Figure 28: Age child was potty-trained or parents plan to potty-train – youngest child, by age of parent, November 2015

Black, Hispanic parents potty-train younger

Figure 29: Age child was potty-trained or parents plan to potty-train – youngest child, by race and Hispanic origin, November 2015

In their words

Product Purchases

Household usage of staples widespread

Figure 30: Usage of disposable baby products, November 2015

Moms drive household baby product purchases

Figure 31: Usage of select disposable baby products, by gender of parent, November 2015

Younger parents more invested in market

Figure 32: Usage of select disposable baby products, by age of parent, November 2015

Hispanics make fewer baby specific purchases

Figure 33: Usage of disposable baby products, by race/Hispanic origin of parent, November 2015

Purchase Locations

Parents, especially moms, rely on mass merchandisers for purchases

Figure 34: Purchase locations of disposable baby products, by gender of parent, November 2015

Online sales making an impact

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Higher-income households more likely to shop specialty

Figure 35: Purchase locations of disposable baby products, by household incomes of <\$25K and \$150K+, November 2015

Hispanics purchase from wider variety of stores

Figure 36: Purchase locations of disposable baby products, by race/Hispanic origin of parent, November 2015

Purchase Habits for Disposable Diapers

Parents continue to seek cost-savings, tempering segment growth

Figure 37: Purchase habits for disposable diapers, November 2015

Dads influenced by marketing, moms rely on trial and error

Figure 38: Pampers – happy father's day commercial, June 2015

Figure 39: Select purchase habits for disposable diapers, by gender of parent, November 2015

Hispanic purchasing habits may lower diaper sales

Figure 40: Select purchase habits for disposable diapers, by race/Hispanic origin of parent, November 2015

In their words

Usage Habits for Baby Wipes

Disposable wipes being used away from the changing table

Figure 41: Usage habits for disposable wipes, by gender and age of parent, November 2015

Hispanic parents less likely to use wipes for other purposes

Figure 42: Usage habits for disposable wipes, by race/Hispanic origin of parent, November 2015

In their words

Usage Habits for Baby Personal Care Products

Baby personal care routines reveal both challenges and opportunities

Figure 43: Usage habits for baby personal care products, by gender and age of parent, November 2015

Figure 44: Usage habits for baby personal care products, by race/Hispanic origin of parent, November 2015

Product Innovations

Parents willing to pay for products with wellness benefits, those that simplify routines

Figure 45: Interest in disposable baby product innovations, November 2015

Dads seek product innovations for simplification, reassurance

Figure 46: Interest in disposable baby product innovations – Any interest(net)*, by gender, November 2015

Product innovations may encourage increased spend among Hispanics

Figure 47: Interest in disposable baby product innovations – Interested in and willing to pay more for, by race/Hispanic origin November 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

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Appendix – Market

- Figure 48: Total US sales and forecast of disposable baby products, at inflation-adjusted prices, 2010-20
- Figure 49: Total US retail sales and forecast of disposable baby products, by segment, at current prices, 2010-20
- Figure 50: Female population by age, 2011-21
- Figure 51: Population by race and Hispanic origin, 2011-21
- Figure 52: Population younger than age 6, by race and Hispanic origin, 2011-21

Appendix – Key Players

- Figure 53: MULO sales of disposable diapers/training pants, by leading companies and brands, rolling 52-weeks 2014 and 2015
- Figure 54: MULO sales of baby wipes and moist towelettes, by leading companies and brands, rolling 52-weeks 2014 and 2015
- Figure 55: MULO sales of baby personal care products, by leading companies and brands, rolling 52-weeks 2014 and 2015

Appendix – Consumer

- Figure 56: Baby oil and baby lotion brand usage, July 2014-September 2015
- Figure 57: Baby/children's shampoo brand usage, July 2014-September 2015
- Figure 58: Brands of pre-moistened wipes/cloths for babies used in the household, July 2014-September 2015
- Figure 59: Disposable diaper/training pants brand usage, July 2014-September 2015

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