

Babies' and Children's Personal Care Products, Nappies and Wipes - UK - March 2016

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“The babies’ and children’s nappies and wipes market continues to see sales declines as parents switch to discounters for cheaper purchases. While branded innovation returns in 2015, the slowing birth rate means the market is not expected to return to growth.”
– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Dads taking a more proactive role in buying for baby
- Invigorating sales of nappies and wipes

At a total level, the babies’ and children’s personal care, nappies and wipes market is challenged by the falling birth rate; following the peak of 2013 the number of babies is not expected to increase over the next five years. As a result, value sales in the market fell 5.5% from 2014-15.

Within the market, some sectors perform better than others, with the popularity of discount retailers seeing nappy and wipes sales struggle, while personal care products remain more robust due to concerns over ingredients.

This report examines product preferences of parents, as well as their childcare routines, buying behaviours and attitudes towards products and ingredients.

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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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