

Disposable Baby Products - US - March 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Declining birthrates and budget conscious parents have challenged growth in the disposable baby products market."

- **Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

- **Low fertility rate impacting the pool of consumers**
- **Mass merchandisers have the advantage**

Parents are unified in their views that safe product ingredients come first – or at least the safest option within their budget. Looking forward, parents' need for durable products is not expected to change, and a preference for familiar brands will remain; however, interest is growing for more natural options, including products with free-from and natural ingredient claims.

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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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