

## Baby Personal Care - China - September 2018

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“The increasing baby population and more frequent usage will fuel the market growth. However, lack of consumer education and brand differentiation leads to consumer confusion. Babies’ feelings and skin issues matter most to parents, and proving safety is always the priority for brands.”

– Vicky Zhou, Research Analyst

This report looks at the following areas:

- Brands need to differentiate themselves
- Invest in baby personal care routine
- How to prove safety?

The baby personal care market maintained stable growth in 2018 and Mintel forecasts the market to grow at a value CAGR (Compound Annual Growth Rate) of 14.5% over 2018-23. Parents’ willingness to pay premium prices for better product attributes and a more advanced purchase experience are contributing to the market’s growth.

Consumers have become more sophisticated in their baby personal care routines as they are using products more frequently than before. Brands keep entering into the baby personal care market and launching new products, but lack sufficient consumer cultivation. The importance of proving safety requires evidences such as dermatological tests.

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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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