

Babies' and Children's Personal Care Products, Nappies and Wipes: Inc Impact of COVID-19 - UK - April 2020

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“The COVID-19 outbreak will slow value decline in 2020, as parents stockpile on essentials in the short-term. Buying behaviours will normalise however, and the category is set to continue on its downward trajectory as birth rates continue to decline and parents streamline their routines.”

**- Emilia Greenslade, Junior Research Analyst -
30th April 2020**

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the Babies' and Children's Personal Care Products, Nappies and Wipes market.
- How the market will fare the post-COVID-19 slowdown.
- The value of individual segments and brand performance in 2019.
- Launch activity and consumer interest in innovation.
- Baby care products purchased, where products were bought and behaviours and attitudes towards them.

The babies' and children's personal care products, nappies and wipes category continues to see value decline year-on-year, largely due to declining birth rates as well as parents streamlining their routines. The category saw a 4.8% decline in 2019 to reach £657.5 million, however the COVID-19 outbreak will slowdown the decline in 2020 largely due to stockpiling behaviours. The initial weeks of the outbreak saw baby care essentials, particularly nappies and wipes, sell out in supermarkets and whilst buying behaviours will normalise over time, parents are expected to stock up cautiously throughout 2020 particularly if social distancing measures are ongoing.

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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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