

## Mother and Baby Products Retailing (Incl Impact of COVID-19) - China - May 2020

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“Given the expected drop in the number of new-born children in the next few years, the overall future growth of the mother and baby products retailing market will mostly come from increasing spending per baby. Online comprehensive shopping websites have become more important for mother and baby products sales and more reliable in purchasing.”

**- Roger Shi, Research Analyst, 30 May 2020**

This report looks at the following areas:

- **Impact of COVID-19 on mother and baby retailing**
- **Market forecast of baby product retail sales in view of the declining birth rate**
- **Trends in shopping channels and information sources**
- **Price sensitivity in purchasing baby products**

Although COVID-19 disrupted mother and baby retailing at the beginning of 2020, the impact was largely short term affecting the supply-side during the lockdown period. Fundamentally, spending on the category remains high on parents' priority lists despite increasing financial pressure. In the long term, the mother and baby retail market will become even more driven by spend per capita, as the declining birth rate is likely to continue, dragged down by a shrinking population of women of childbearing age. Expanding product offering to a wider age range rather than focusing on new-borns is a viable strategy for brands and retailers to stay competitive.

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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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Rising spending per baby driven by increase in both prices and consumption upgrade willingness

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