

Nappies - China - October 2020

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This report looks at the following areas:

- Further product segmentation for ultra-sensitive skin condition
- Providing trial pieces for new parents to try from
- Launching special patent to compete with big brands

Nappies have always been regarded as an essential product used for babies immediately after birth; hence the COVID-19 outbreak has not disrupted the market extensively. Any impact felt will mainly be due to the short-term lockdown and worries on stocking, hence bulk buying from online channels. Fundamentally, spending on the category remains high on parents' priority lists despite increasing financial pressure.



"Fewer newborns means market growth will be more reliant on spending per capita. Brands need to provide high quality products not only satisfy parents' basic needs of breathability material but innovating on products with specialized patent, also for ultra-sensitive skin conditions with additional skin care benefits could be a way to differentiate brands from the fierce competition."

- Amy Jin, Research Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Covered in this Report

EXECUTIVE SUMMARY

- **Impact of COVID-19 on Nappies market**
Figure 1: Short, medium and long-term impact of COVID-19 on nappies, October 2020
- **The market**
Figure 2: Market value and forecast of nappies, China, 2015-25
- **Companies and brands**
Figure 3: Leading manufacturers' share in value sales of nappies, China, 2018-19
- **The consumer**
- **Usage of pants-type nappies saw steady increase**
Figure 4: Usage frequency of different nappy types, July 2020
- **A bigger leap in popularity by Pampers**
Figure 5: Brand used most often, 2020 vs 2018
- **Babies' skin feeling is the top priority**
Figure 6: Factors willing to pay more for, July 2020
- **Multiple channels used for purchasing**
Figure 7: Purchase channels, 2015-20
- **RMB3 per piece as optimum price point brings opportunities to premiumise**
Figure 8: Price sensitivity – optimal price, July 2020
- **Well-known brands have advantage but less so for imported products**
Figure 9: Attitudes towards nappies, July 2020
- **What we think**

ISSUES AND INSIGHTS

- **Further product segmentation for ultra-sensitive skin condition**
- **The facts**
- **The implications**
Figure 10: Green Finger's skincare nappies
Figure 11: OhBaby nappy for sensitive skin
Figure 12: Rossmann Babydream nappies, Germany, 2019
- **Providing trial pieces for new parents to try from**
- **The facts**
- **The implications**

What's included

Executive Summary

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Powerpoint Presentation

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Figure 13: Free sample tips on social media sites

Figure 14: Clarins maternal product set, UK, 2020

- **Launching special patent to compete with big brands**
- **The facts**
- **The implications**

Figure 15: Chiaus CU pants

Figure 16: BBG nappy with Germany approved certificates

THE MARKET – WHAT YOU NEED TO KNOW

- **The growth is slowing down**
- **Pull-up type nappies saw strong increase**

MARKET SIZE, SEGMENTATION AND FORECAST

- **Reduced number of newborns is going to slow down the growth**

Figure 17: Market value forecast of nappies, China, 2015–25 (est)

Figure 18: Total number of newborn babies and babies aged 0–3, 2015–2019

- **Pull-up style nappies gaining larger market share compared to previous years**

Figure 19: Market value of nappies, by segment, China, 2018–20 (est)

MARKET FACTORS

- **User population shrinking as birth rate drops**
Figure 20: Birth rate and number of newborns, China, 2014–19
- **Families with a second child mean brand loyalty matters**
- **Parents' strong willingness to spend and provide the best for their babies drives consumption upgrade**
- **eCommerce offers new brands a quicker route to market**
- **Awareness of Corporate social responsibility and sustainability is increasing after COVID**

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **International brands still lead**
- **Opportunities for domestic brands that innovate**
- **Convenience and for sensitive skin are factors to watch**

MARKET SHARE

- **P&G strengthened leading position benefiting from its legacy in pull-up nappies**

Figure 21: Leading manufacturers' share in value sales of nappies, China, 2018–19

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Full Report PDF

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Powerpoint Presentation

Interactive Databook

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- **Kao and Kimberly are losing competitiveness for different reasons**

COMPETITIVE STRATEGIES

- **Local brands are winning favour from younger mums**
Figure 22: Chiaus marketing poster/IP cartoon design
- **Continuing premiumisation - super premium products**
Figure 23: Goo.N premium series, China, 2020
- **Add natural ingredient skincare solutions to nappies**
Figure 24: Pampers adding floral ingredients, China, 2020
- **Embracing Chinese culture in marketing**
Figure 25: Huggies' cotton series, China, 2020
- **More environmentally-friendly materials in products**
Figure 26: Purcotton nappy, China, 2020
- **Launching nappies for different seasonal usage**
Figure 27: Nappies for different seasons, China, 2020

WHO'S INNOVATING?

- **Convenience, good for skin, environmentally-friendly claims are on the rise**
Figure 28: Top 10 claims in nappies, China, 2018-20 (till October)
- **Nappies for sensitive skin**
Figure 29: New nappy launches with fashion design, China, 2020
- **Ease of use increased that involve dads in the diaper changing scenario**
Figure 30: BBG diapers with Leyi sticker
Figure 31: Daddy's Choice diapers
- **Combine smart diaper with mobile apps**
Figure 32: Lumi x Pampers, USA, 2019
- **Nappies for different occasions**
Figure 33: Nappies designed for different occasions, China, 2020

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Usage of disposable nappies remain stable**
- **Pampers saw an increase as most used brand**
- **Most consumers use multiple channels to purchase nappies**
- **RMB3 per piece is an optimum price**
- **Parents are willing to pay more for better skin feelings**
- **Brand awareness is key in this market**

What's included

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Powerpoint Presentation

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USAGE FREQUENCY

- **Pants-type disposable nappies owns highest usage**
Figure 34: Usage frequency of different nappy types, July 2020
- **Baby age plays an important factor affecting usage frequency**
Figure 35: Usage frequency of different nappy types, by age of youngest child, July 2020

BRAND USED MOST OFTEN

- **Pampers and Moony enjoyed usage growth**
Figure 36: Brand used most often, 2020 vs 2018
- **Domestic brands preferred by younger parents**
Figure 37: Brand used most often, by age, July 2020
- **Domestic brands enjoy more popularity among consumers with a tight budget**
Figure 38: Brand used most often, by household income, July 2020

PURCHASING CHANNEL

- **Specialised baby care shopping websites losing to comprehensive shopping websites**
Figure 39: Purchase channels, 2015-2020
- **Younger parents are more reliant on specialised channels and brand official channels**
Figure 40: Purchase channels, by generation, July 2020
- **Consumers purchase domestic brands from multiple channels**
Figure 41: Purchase channels, by brand used most often, July 2020

PRICE SENSITIVITY ANALYSIS

- **RMB3 per item identified as the optimal price point**
Figure 42: Price sensitivity – optimal price, July 2020
Figure 43: Price sensitivity – threshold prices, July 2020
- **Parents are expecting to pay more for babies aged 6-12 months**
Figure 44: Average price – “think it is a bargain – a great buy for the money” by baby’s age, July 2020

FACTORS WILLING TO PAY MORE

- **Skin feeling drives premiumness**
Figure 45: Factors willing to pay more for, July 2020
- **Importance varies by baby’s age**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 46: Factors willing to pay more for, by baby age, July 2020

- **Brands enjoy different perceptions**

Figure 47: Factors willing to pay more for, by brand used most often, July 2020

- **Mildness and dryness for pants nappy users, breathable for tape nappy users**

Figure 48: Factors willing to pay more for, by nappy type, July 2020

Figure 49: Goo.N premium nappy, China, 2020

ATTITUDES TOWARDS NAPPIES

- **Well-known brands have advantage but less so for imported products**

Figure 50: Attitudes towards nappies, July 2020

- **Bulk buying isn't as high as expected**

Figure 51: Attitudes towards nappies, July 2020

- **Innovations on creative design to attract affluent consumers**

Figure 52: Attitudes towards nappies, by monthly household income, July 2020

- **Younger parents are more likely to purchase variety of nappies but not from WeChat**

Figure 53: Attitudes towards nappies, by age, July 2020

MEET THE MINTROPOLITANS

- **Mintropolitans are more likely to pay for premium factors**

Figure 54: Factors willing to pay more for, by consumer classification, July 2020

- **Non-Mintropolitans are using more domestic brands**

Figure 55: Brand used most often, by consumer classification, July 2020

- **Mintropolitans willing to spend more on nappies and shops at multiple channels**

APPENDIX: MARKET SIZE AND FORECAST

Figure 56: Total value sales of nappy market, China 2012-22

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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