

Baby Personal Care - China - November 2020

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“A declining birth rate in China means that the baby personal care market will rely more on increased spending per baby. Parents will always prioritize safety and professionalism when choosing products; therefore demonstrating excellent product quality that satisfies those basic needs is key.”

– Amy Jin, Research Analyst

This report looks at the following areas:

- Tell memorable stories around hero natural ingredients
- Demonstrate professional brand image and safety through multiple channels
- Focus premiumisation on ethical and CSR related claims targeting at future parents

China's baby personal care market has shown slower growth since 2017 due to a declining birth rate. Mintel forecasts the market to grow at a value CAGR (compound annual growth rate) of 14.8 % in 2020-25. Given the foreseeable drop in the number of newborns, growth will be mainly driven by consumption premiumisation and increase in spending per baby and more frequent usage occasions. Fundamentally, spending on the category remains high on parents' priority lists despite increasing financial pressure after the COVID-19 outbreak.

The spending per capita provides opportunities for brands to launch baby personal care products in more specified categories and products, for example borrowing ideas from the adult skincare market by launching innovations for babies. In addition, parents would always prioritize safety and professionalism, therefore providing trustable reassurance to prove those features would attract their interest.

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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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