

Babies' and Children's Personal Care Products, Nappies and Wipes - UK - April 2021

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This report looks at the following areas:

- The impact of COVID-19 on babies' and children's personal care products, nappies and wipes.
- The value of individual segments and brand performance in 2020.
- Launch activity and innovation in babies' and children's personal care products, nappies and wipes.
- Purchase of babies' and children's personal care products, nappies and wipes and attitudes towards these products.
- Claims sought in babies' and children's personal care products and growth opportunities.
- Attitudes towards reusable nappies compared with disposable nappies.

The babies' and children's personal care products, nappies and wipes category has grown in value for the first time in several years, rising by 2.8% in value to £676m in 2020. Parents have acted more cautiously as a result of the COVID-19 pandemic, demonstrating stockpiling, bulk-buying and increased hygiene behaviours, which have driven higher spend across all three segments.

COVID-19 has accelerated parents' concerns towards babies' skin health as 63% of parents of 0-4s who buy babies' personal care products, nappies or wipes think that babies' skin can be damaged by washing/cleaning a lot. Brands can look to innovate in moisturising claims, microbiome-friendly formulas and natural antibacterial ingredients to appeal to these concerns.

One of the biggest threats to the category remains the financial impact of the COVID-19 pandemic. Own-label, which was already competitive in the category prior to the pandemic, has seen increased engagement as 21% of parents who buy these products have switched to own-label brands due to the outbreak. Financial concerns also continue to play a factor in birth rates too, which is set to continue declining.



"The COVID-19 outbreak led to a rise in value in 2020, as parents adopted cautious buying behaviours including stockpiling and bulk-buying, driving spend."

– Emilia Greenslade, OTC and Personal Care Research Analyst

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However, there are opportunities for the category to premiumise in line with eco-ethical trends, which show no sign of stalling; when it comes to babies'/children's personal care, 21% of parents who buy them are interested in biodegradable formulas. Moreover, emotional wellbeing has become more important, suggesting opportunities for aromatherapy ingredients, mood-boosting scents or massage applicators.

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Table of Contents

OVERVIEW

- Key issues covered in this Report
- COVID-19: market context
- Economic and other assumptions
- Products covered in this Report
- Excluded

EXECUTIVE SUMMARY

- **Impact of COVID-19 on babies' and children's personal care products, nappies and wipes**

Figure 1: Short-, medium- and long-term impact of COVID-19 on babies' and children's personal care products, nappies and wipes, 6 April 2021

- **The market**
- **COVID-19 boosted value in 2020**

Figure 2: Best- and worst-case forecast of UK value sales of babies' and children's personal care products, nappies and wipes (prepared on 22 March 2021), 2015-25

- **Supermarkets can tap into sustainability concepts to drive long-term growth**

- **Companies and brands**

- **Savvy parents make the switch to own-label nappies**

Figure 3: Retail value sales of babies' and children's nappies, by brand, year ending January 2021

- **Wipes brands benefit from NPD in biodegradable claims**

Figure 4: Retail value sales of babies' and children's wipes, by brand, year ending January 2021

- **Ingredient-focused baby personal care brands see gains**

Figure 5: Retail value sales of babies' and children's personal care products, by brand, year ending January 2021

- **The consumer**

- **Ingredient transparency can drive value amid increased savvy shopping**

Figure 6: Changes in buying behaviours towards babies' and children's personal care products, nappies and wipes compared to before the COVID-19 outbreak, February 2021

- **Wellbeing focus drives usage of bubble bath in 2020**

Figure 7: Personal care products, nappies and wipes purchased for babies and children, February 2021

- **Natural ingredients and sustainability are interest areas in baby personal care**

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Figure 8: Claims sought in babies' personal care products, February 2021

- **Reusable nappies held back by inconvenience association**

Figure 9: Attitudes towards reusable cloth nappies for babies, February 2021

- **Innovate to offer baby skin and immune health protection**

Figure 10: Attitudes towards babies' and children's personal care products, nappies and wipes, February 2021

ISSUES AND INSIGHTS

- **COVID-19 drives focus on skin health**
- **Promote a caring image with wellness-inspired NPD and marketing**

THE MARKET – KEY TAKEAWAYS

- **COVID-19 drives bulk-buying in 2020**
- **Drive in-store footfall with sustainability concepts**
- **Savvy behaviours will step up in 2021**

MARKET SIZE AND FORECAST

- **COVID-19 drives spend in 2020**

Figure 11: Short-, medium- and long-term impact of COVID-19 on babies' and children's personal care products, nappies and wipes, 6 April 2021

- **Cautious behaviours amid COVID-19 lead to value gains**

Figure 12: UK retail value sales of babies' and children's personal care products, nappies and wipes (prepared on 22 March 2021), 2015-25

- **Decline in birth rate impacts future projection**

Figure 13: Best- and worst-case forecast of UK value sales of babies' and children's personal care products, nappies and wipes (prepared on 22 March 2021), 2015-25

- **Market drivers and assumptions**

Figure 14: Key drivers affecting Mintel's market forecast (prepared on 5 March 2021), 2016-25

- **Increased spend outweighs savvy behaviours**

Figure 15: UK retail value sales of babies' and children's personal care products, nappies and wipes, 2011-20

- **Forecast methodology**

MARKET SEGMENTATION

- **COVID-19 bulk-buying behaviours drive value of nappies**

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Figure 16: UK retail value sales of babies' and children's personal care products, nappies and wipes, by segment, 2019 and 2020

- **Parents turn to baby wipes for hygiene and convenience**
- **Hygiene and skin-health concerns benefit washes, soaps and lotions**
- **Wellbeing trends aid value of baby bath**

CHANNELS TO MARKET

- **One-stop supermarket convenience appeals during lockdowns**

Figure 17: UK retail value sales of babies' and children's personal care products, nappies and wipes, by outlet type, 2019 and 2020

- **Multiple grocers can look to sustainability to remain competitive**
- **Growth in online shopping offers opportunities for subscriptions**

MARKET DRIVERS

- **Consumer confidence picks up as lockdown eases...**

Figure 18: Trends in how respondents would describe their financial situation, January 2018-February 2021

- **...but mothers show concern for the year ahead**

Figure 19: Consumer sentiment for the coming year, by parental status, February 2021

- **Consumer sentiment around Brexit is improving**

Figure 20: Impact of Brexit on consumer sentiment, July 2016-March 2021

- **Decline in UK live births impacts the category**

Figure 21: Trends in number of live births (thousands) and mean age of mothers and fathers at birth of their child, England and Wales, 2009-19

- **COVID-19 exacerbates decline in population aged 0-4**

Figure 22: Trends in the age structure of the UK population, 2015-25

- **Ingredient-transparent ranges appeal to natural/organic interest**

Figure 23: Purchase of natural/organic vs regular babies' and children's personal care products typically purchased, by parents of under-18s, April 2020

- **Address confusion and educate parents on eco-terminology**
- **Parents put their money where their ethics are**

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Figure 24: BPC buying behaviours when it comes to issues relating to minority groups among parents of under-18s, December 2020

Figure 25: Beco Honey Blossom Triple Milled Organic Soap, 2020

COMPANIES AND BRANDS – KEY TAKEAWAYS

- Brands tackle skin health in NPD and advertising amid COVID-19
- Leading baby-wipe brands tap into green concerns
- Caring and wellbeing themes come to the fore in 2020

MARKET SHARE

- Price and accessibility aid own-labels and well-known brands

Figure 26: Retail value sales of babies’ and children’s nappies, by brand, years ending January 2020 and 2021
- Huggies and Pampers benefit from targeted revamp
- Wipe brands gain from hygiene concerns and eco claims

Figure 27: Retail value sales of babies’ and children’s wipes, by brand, years ending January 2020 and 2021
- Johnson’s and Aveeno ingredient focus appeals

Figure 28: Retail value sales of babies’ and children’s personal care products, by brand, years ending January 2020 and 2021
- Accessibility underpins personal care sales in 2020

LAUNCH ACTIVITY AND INNOVATION

- COVID-19 spurs innovation in baby soap and bath products

Figure 29: New product development in the UK babies’ and children’s personal care, nappies and wipes market, by product category, 2017-20

Figure 30: Examples of new product development in handwashes and sanitisers designed for babies, 2020 and 2021
- Nappies and wipes innovate on-the-go and bulk-buying packaging

Figure 31: New product development in the UK babies’ and children’s personal care, nappies and wipes market, by launch type, 2017-20

Figure 32: Examples of new packaging launches in the baby-wipe segments, 2020
- Childs Farm leads NPD in baby personal care

What's included

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 33: New product development in the UK babies' and children's personal care market, by ultimate companies and others, 2020

Figure 34: Examples of Childs Farm new product launches in the babies' personal care segment, 2020

- **Aveeno and Dove offer relaxation through ingredients and scent**

Figure 35: Examples of baby personal care product launches from Aveeno Baby and Baby Dove with calming night-time claims, 2020

- **Own-label looks to skin health and naturals trend**

Figure 36: Examples of own-label baby personal care product launches with natural ingredients or skin-friendly claims, 2020 and 2021

- **Premium baby care sees care crossover with skincare**

Figure 37: Examples of baby personal care products launched with a premium positioning, 2020

- **Expand sustainability NPD to the ingredient level**

Figure 38: Top claims in UK babies' and children's personal care products, 2019-20

Figure 39: Examples of baby personal care products launched with environmentally friendly packaging claims, 2020

- **Huggies and Pampers take a targeted approach for nappies**

Figure 40: New product development in the UK babies' and children's nappy market, by ultimate companies and others, 2020

Figure 41: Huggies and Pampers launches in the babies' nappies segment, 2020

- **Own-label catches up on eco claims**

Figure 42: Asda Little Angels Newborn Size 1 Nappies, 2020

- **Niche players blur the line between eco and skin health**

Figure 43: Top claims in UK babies' and children's nappies, 2019-20

Figure 44: Mama Bamboo Bamaboo Size 4 Nappies, 2020

- **Pampers innovates in natural ingredients**

Figure 45: New product development in the UK babies' and children's wipe market, by ultimate companies and others, 2020

Figure 46: New product development in biodegradable baby wipes, 2020

- **Skin health increases in focus in wipes**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 47: Top claims in UK babies' and children's wipes, 2019-20

Figure 48: Examples of launches in the baby-wipe segment with skin-health-related claims, 2020

- **Brands boost eco positioning with biodegradable wipes**

Figure 49: Examples of baby wipes launched with environmentally friendly product claims, 2020

ADVERTISING AND MARKETING ACTIVITY

- **Caring is a theme in 2020**

Figure 50: Recorded above-the-line, online display and direct mail advertising expenditure on babies' and children's personal care products, nappies and wipes, by media type, 2017-20

Figure 51: WaterWipes #earlydaysclub on Instagram, 2020

- **Brands educate on handwashing amid COVID-19**

- **Huggies drives advertising spend on nappies and pull-ups**

Figure 52: Total above-the-line, online display and direct mail advertising expenditure on babies' and children's personal care, nappies and wipes, by segment, 2020

- **Skin health is a focus in babies' personal care and wipes campaigns**

- **Own-label emphasises product quality and value**

Figure 53: Recorded above-the-line, online display and direct mail advertising expenditure on babies' and children's personal care, nappies and wipes, by leading companies and others, 2020

- **Pura appeals to parents' green and ethical values**

- **Nielsen Ad Intel coverage**

BRAND RESEARCH

- **Brand map**

Figure 54: Attitudes towards and usage of selected brands, March 2021

- **Key brand metrics**

Figure 55: Key metrics for selected brands, March 2021

- **Brand attitudes: Pampers is a trusted brand**

Figure 56: Attitudes, by brand, March 2021

- **Brand personality: Aldi Mamia is seen as accessible**

Figure 57: Brand personality – macro image, March 2021

- **Aveeno Baby is associated with being natural**

Figure 58: Brand personality – micro image, March 2021

- **Brand analysis**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Baby Dove is seen as ethical**
Figure 59: User profile of Baby Dove, March 2021
- **Pampers can maintain focus on efficacy**
Figure 60: User profile of Pampers, March 2021
- **Aldi Mamia holds value-for-money perception**
Figure 61: User profile of Aldi Mamia, March 2021
- **Aveeno Baby is seen as worth paying more for**
Figure 62: User profile of Aveeno Baby, March 2021
- **Kit & Kin can build awareness levels**
Figure 63: User profile of Kit & Kin, March 2021
- **Reading word clouds**

THE CONSUMER – KEY TAKEAWAYS

- **COVID-19 drives demand for protection and prevention**
- **Innovate products to boost wellness positioning**
- **Baby personal care lacks the green alternatives parents demand**

IMPACT OF COVID-19 ON THE CONSUMER

- **Concerns over COVID-19 in Q1 2021**
Figure 64: Concerns over the risk of being exposed to the coronavirus/COVID-19, any worry (worried and extremely worried), February 2020–April 2021
- **Shine light on hygiene and skin health**
Figure 65: Frequency of washing/bathing/sanitising among parents of under-18s, October 2020
- **Online shopping will drive savvy shopping behaviours**
Figure 66: Changes in buying behaviours towards babies’ and children’s personal care products, nappies and wipes compared to before the COVID-19 outbreak, February 2021
- **The hunt for ingredient safety drives brand experimentation**
- **Support baby wellbeing and intellectual development**
- **Cultivate trust through community support**
Figure 67: Changes to priorities as a result of the COVID-19 outbreak among parents of under-18s, 4-12 February 2021

PRODUCTS BOUGHT FOR BABIES AND CHILDREN

- **Wipes appeal for convenience and hygiene**
Figure 68: Personal care products, nappies and wipes purchased for babies and children, December 2019 and February 2021
- **Oral care becomes a priority as dentists become limited**
- **Suncare demand could be revived in 2021**
- **Baby bath time offers opportunity for wellbeing**

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- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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- Target younger Millennial parents with reusable nappies**
 Figure 69: Types of nappies purchased for babies and children, by Millennials, February 2021
- Parents spend more on fewer products**
 Figure 70: Repertoire of personal care products, nappies and wipes purchased for babies and children, December 2019 and February 2021

CLAIMS SOUGHT IN BABIES' AND CHILDREN'S PERSONAL CARE PRODUCTS

- Green-positioned biotech can help boost appeal**
 Figure 71: Claims sought in babies' personal care products, February 2021
- Ingredient transparency allays safety concerns**
- Expand hygiene claims with natural and skin-friendly benefits**
- Educate on the skin microbiome to drive demand**
- Innovate in sustainable baby personal care formulas**
 Figure 72: The Body Shop Banana Bath Blend Hydrating Bath Foam, 2020

ATTITUDES TOWARDS REUSABLE CLOTH NAPPIES

- Convenience and efficacy are strong points for disposable nappies**
 Figure 73: Attitudes towards reusable cloth nappies for babies, February 2021
- Cleaning convenience is the biggest barrier for reusable nappies**
- Tackle the cost barrier for low-income households**
 Figure 74: Agreement with reusable cloth nappies being more cost-effective than disposable nappies, by socio-economic group, February 2021
- Couple skin-health merits with other purchase influencers**
- Upcycled materials further the eco benefit of reusable nappies**

ATTITUDES TOWARDS BABIES' AND CHILDREN'S PERSONAL CARE PRODUCTS, NAPPIES AND WIPES

- Skin and immune health are top of mind**
 Figure 75: Attitudes towards babies' and children's personal care products, nappies and wipes related to health and wellbeing, February 2021
 Figure 76: Naturein Essentia All Purpose Sanitizing Water, 2020

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- **Innovate in plastic packaging alternatives**

Figure 77: Attitudes towards babies' and children's personal care products, nappies and wipes, related to environmental factors, February 2021

Figure 78: Scrubbingtons Scrub All 3-in-1 Hair & Body Foam Refill pouch, 2021

- **Charitable efforts can win parents over**

Figure 79: Attitudes towards babies' and children's personal care products, nappies and wipes, related to trust and ethical considerations, February 2021

- **Add variety and low-price alternatives to specialised ranges**

Figure 80: Attitudes towards babies' and children's personal care products, nappies and wipes, by skin concerns, February 2021

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

APPENDIX – MARKET SIZE AND FORECAST

- **Forecast methodology**

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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