

Mother and Baby Products Retailing – China – 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- How consumers use multi channels to buy mother and baby products
- Factors that influence consumers in selecting the purchase channel
- Orientation of mother and baby products premiumization
- Triggers to attract consumers to visit physical mother and baby stores
- What are the chosen information sources for parenting kids
- What priority is more important in the process of parenting kids

Even though the mother and baby market as a whole is facing a declining population in new births, the market value in the upcoming years is expected to grow. The impact of a decrease in new babies will bring stagnant growth to the baby food segment. To respond to this, action is required to make baby food more premium and contain functional benefits.

According to the consumer data, comprehensive shopping website dominate the online channel, this is particularly noticeable in the toy segment; specialized mother and baby stores drive most respondents who are shopping for baby care and feeding products. But when deciding which purchase channel to select, good customer reviews, value and multiple brand availability are the top three influence factors.

A new generation of consumers have become the main contributors to the mother and baby market, their adoption of scientific data-led parenting and consumption upgrading have increased the market's value. Expertise is becoming important for most parents when researching baby-related topics. What remains consistent over the years is that 70% of respondents across the categories put food safety as their top concern.

Future opportunities in the mother and baby market lie in product premiumization and professional services. Brands need to safeguard their customer reviews on different channels, and at the same time, to explore smaller segments in product innovation that satisfies the specific needs of



“Premium product and professional service are what most young post-90s born parents are chasing. Most of them are highly educated, open-minded, aesthetically pleased and like to try something new. They love sharing ideas and experiences through online community and learning parenting advice from different channels.”

– Janie Lai, Research Analyst

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customers. Last but not least, brands should keep in mind that premiumization to this new generation of parents does not just mean price increases but is more about the concept of transformation in parenting.

What's included

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Excluded

EXECUTIVE SUMMARY

- **The market**
- **The outlook for the next 5 years is promising**
Figure 1: Forecast of retail sales value of mother and baby products, 2016-26 Fore
- **Companies and brands**
- **Kidswant still dominates the large portion of the market**
- **JD Dads Festival integrated multiple channels to engage families and brands**
Figure 2: JD super posters, 2021
- **Yun yun AI baby monitor to record every special moment**
Figure 3: Cubo Ai smart baby monitor, 2021
- **The consumer**
- **Comprehensive shopping website is still dominating the retail channel**
Figure 4: Factors of purchase channel selection, 2021
- **Customer reviews and product value impact the purchase channel selection**
Figure 5: Factors of purchase channel selection, 2021
- **Safety remains the top concern in premium baby products**
Figure 6: Premium Products features, 2021
- **Good value and customized service attract visitors in-store**
Figure 7: Triggers to shop offline store, 2021
- **Babies' physical and mental health are equally important in parenting**
Figure 8: Priority of parenting baby, 2021
- **Expert advice is most trustworthy source of parenting information**
Figure 9: Source of information, 2021
- **What we think**

ISSUES AND INSIGHTS

- **Diversification and quality lead traffic**
- **The facts**
- **The implications**
Figure 10: Babycare好物集 official commercial website, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- Premium product requires traceable ingredients and functional benefits
- The facts
- The implications
- New parenting concepts drive premiumisation trend
- The facts
- The implications

MARKET SIZE AND FORECAST

- Maternal and infant industry is prospected to scale
Figure 11: Retail sales value of mother and baby product retailing, 2016 to 21 (est)
Figure 12: Population of new births, 2015-2021(est)
Figure 13: Retail sales forecast of mother and baby product retailing, 2016-26 Fore

MARKET FACTORS

- Consumption upgrading becomes major stimulus of the growth
- Diversification of purchase channels bring more entertainment and convenience
- Technology improves shopping experience and delivers customized service

MARKET SEGMENTATION

- Baby food segment still shares the most in the market value
Figure 14: Market value share by product segment, 2021

KEY PLAYERS PERFORMANCE

- Omni-channel and privately owned membership nudge Kidswant (孩子王) to be a leading brand
- GoodBaby (好孩子) develops algorithms in social media for recommendation

COMPETITIVE STRATEGIES

- Product innovation in functions and design
- Visual marketing is a catalyst for store visiting
- JD Dads Festival to cater for the dad's economy

WHO'S INNOVATING?

- IP collaboration to raise brand recognition
Figure 15: iFrog baby toothbrush collaborated with Pokémon, 2021
- Yun Yun AI baby monitor

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 16: Cubo AI baby monitor, 2021

PURCHASED PRODUCT BY CHANNELS

- Comprehensive Shopping website is still dominating the retail channel**

Figure 17: Purchased mother and baby products by channels, 2020 vs 2021

Figure 18: Purchased mother and baby products by channels, 2021
- Opportunity lies in social commerce in the lower tier cities**

Figure 19: Channel usage in purchasing feeding products category, by city tier, 2021
- Brand reputation matters in baby feeding product in lower tier cities**

Figure 20: Purchased baby feeding products via brand’s official websites/apps, by city tier, 2020 vs 2021
- Young parents trust physical stores for shopping baby care products**

Figure 21: Purchased baby care products by channels, by age, 2021
- Community-based platforms favoured by moms**

Figure 22: Product purchase by channel, by gender, 2021

FACTORS OF CHANNELS SELECTION

- Good customer reviews are the most important factor in purchase channel selection**

Figure 23: Factors in selecting channels for purchasing mother and baby products, 2021
- Post sales service is as significant as customer reviews to Gen Z respondents**

Figure 24: Factors in selecting channels for purchasing mother and baby products, by age, 2021
- Higher income families have more demand on professional services and premium experiences**

Figure 25: Factors of purchase channel selection, by monthly household income, 2021

PRODUCT PREMIUMIZATION

- Safe materials and certification still remain the top of mind among the consumers**

Figure 26: Triggers for buying premium mother and baby products, 2021
- Instead of appealing product appearance, easy to use and clean is more valuable to Gen Z parents**

What's included

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

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Figure 27: Triggers for buying premium mother and baby products, by age, 2021

TRIGGERS TO ATTRACT SHOPPERS

- Multiple service and product availability attract customers to visit stores**
Figure 28: Triggers to appeal customers to visit mother and baby product stores, 2021
- More females than males look for high technology shopping**
Figure 29: Triggers to appeal customers to visit mother and baby product, by gender, 2021
- Young parents prefer store with professional service in parenting skills and psychology consultation**
Figure 30: Triggers to appeal customers to visit mother and baby product stores, by age, 2021
- Finance management and kids' insurance service interesting to parents with higher income**
Figure 31: Triggers to appeal customers to visit mother and baby product stores, by monthly personal income, 2021

PRIORITY OF PARENTING BABY

- Nutrition and feeding matters the most in parenting**
Figure 32: Priority of parenting baby, 2021
- Health and wellness is high up for young parents**
Figure 33: First priority of parenting baby, by age, 2021

SOURCE OF INFORMATION

- Experts and experienced peer moms/dads are two most trusted information source**
Figure 34: Source of information for selected parenting things, 2021
- Brand reputation represents reliability to most young parents in purchasing baby products**
Figure 35: Source of information for selected parenting things, by age, 2021
- More female than male trust advice from salesperson in shopping malls/websites in selecting early education**
Figure 36: Source of information for selected parenting things, by gender, 2021
- Recommendations from KOLs on social media for the post-90s**
Figure 37: Source of information for selected parenting things, by generation, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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APPENDIX – MARKET SIZE AND FORECAST

Figure 38: market sales value of mother and baby products retailing, china, 2016-26

APPENDIX – MARKET SEGMENTATION

Figure 39: market sales value by segment, 2016-26

APPENDIX – METHODOLOGY AND ABBREVIATIONS

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

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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