

Baby Personal Care - China - 2021

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This report looks at the following areas:

- Baby personal care products usage change versus previous years
- Usage and trial intention of baby suncare products
- Brand perceptions of products of different origins
- Child care information needs
- Market overview and innovations in the baby personal care market
- Landscape and top players in the baby personal care market in China



“Post-90s parents are now emerging to become the main purchasing power, hence updating marketing strategies such as communicating the childcare experience, like diaries on childrearing, to catch their preference and launching more segmented products to create new needs are important to boost growth.”

– Amy Jin, Research Analyst

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