

Mother and Baby Products Retailing – China – 2022

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This report looks at the following areas:

- Spending changes on various mother and baby product categories
- Where consumers source mother and baby-related information and purchase products
- How consumers perceive the mainstream information channels of mother and baby products
- Why consumers are attracted to purchase mother and baby products from online channels
- Consumers’ attitudes towards mother and baby products and brands

Under the continuous influence of the COVID-19 epidemic, consumers of mother and baby products are changing their shopping habits, which has a profound impact on the market. The continuous development of online channels makes the mother and baby product brands and retailers relying on offline stores face huge challenges.

Parents’ desire for their children’s health and comfort drives them to invest more in mother and baby products, which would be opportunities for high-end products. With the continuous consumption upgrading, people’s demand for high-quality mother and baby products is increasing, and high-quality mother and baby products are becoming an indispensable part of family life with children.

In the future, China’s mother and baby products market will continue to develop towards premiumisation. With their business scale expanding and brand recognition improving, domestic mother and baby products brands will usher in a new period of development. At the same time, as people’s demand for quality products continues to grow and their channel preference diversifies, there will be more opportunities for innovative retailers and brands.



“Low fertility rates will continue to pose a challenge to China’s mother and baby product market. However, brands are presented with growth opportunities through product innovation and premiumisation as the young generation parents are seeking quality products to ensure the wellbeing of both their children and themselves.”

– **Diana Shao, Category Director**

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