“The mother and baby products retail market has not only grown quickly, but it has also quickly moved online. However, it is a market where trust in quality and advice are crucial. Consumers need to be convinced of product quality in-store before they go on to buy online.”

– Matthew Crabbe – Director of Research, Asia-Pacific

This report looks at the following areas:

- Previous purchasing of baby products
- Important factors influencing retailer choice
- Planning and research prior to product purchase
- Factors influencing product purchase
- Health and safety factors influencing product purchase
- Attitudes towards mother and baby products

Building brand trust and confidence increasingly means companies must not only sell high quality products, but also provide a high level of expertise and advice. This means developing new services with the help of infant development experts and institutions, but also training staff to deliver that expertise.

As the market quickly expands into lower tier cities, brands and retailers must see their business expansion not just in terms of product delivery logistics, but also in terms of service and expertise delivery. It also requires better provision of information and engagement with consumers, using all retail channels (both online and in-store), as well as engaging with consumers through social networks.

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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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Baby King (孩子王)
Goodbaby (好孩子)
Other key mother & baby specialists
Aqin (爱亲母婴生活馆)
Baby Island (爱婴岛)
Qinqin Baby (亲亲宝贝)
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The Consumer – What You Need to Know

Online purchasing has significant impact
Genuine, safe products lead in-store; price and range lead online
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