

# Babies' and Children's Personal Care Products, Nappies and Wipes - UK - March 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“As the baby boom shows evidence of coming to an end, it may be more relevant for the category to focus on toddlers rather than new-borns. Extending product ranges for older children and offering greater product segmentation by age could be a way to ensure the category shows growth.”  
– Roshida Khanom, Senior Research Analyst

## This report looks at the following areas:

- Baby boom comes to an end
- Parents are becoming more ingredient-savvy/sophisticated in their knowledge
- Discount retailers are taking a bigger slice of the pie

The babies' and children's personal care, nappies and wipes market has shown a decline in value of 3% in 2014, as the baby boom shows evidence of coming to an end. The number of live births recorded by the ONS (Office for National Statistics) declined by 4% in 2013 suggesting that the category may struggle to show growth in value again. A lack of NPD (New Product Development), as well as reduced investment in advertising, has also contributed to the decline. With 50% of parents who buy nappies and wipes bulk buying during times of special offer, low prices are driving down the value of the overall category.

The banning of a number of preservatives from use in leave-on products for babies in 2015 will likely boost NPD in the category as brands look to reformulate. Sales are also expected to benefit, particularly as 24% of parents feel that ingredients in personal care products can be harmful to children and babies. Indeed, product positioning claims have already begun to see more of a movement away from generic botanical claims to the more health-driven hypoallergenic and paraben-free claims to help alleviate concerns.

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