

Disposable Baby Products - US - April 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"After years of flat or declining sales, the disposable baby products market is bouncing back as birth rates and consumer confidence recover and parents allocate more spend to premium products."
- Margie Nanninga, Home & Personal Care Analyst

This report looks at the following areas:

- Disposable baby product sales rebound in 2014 and 2015
- Parents seek cost savings when possible
- While birth rates are increasing, they are still behind 2007 highs

After years of flat or declining sales, the disposable baby products market is bouncing back as birth rates and consumer confidence recover and parents allocate more spend to premium products. Going forward, growth may be accelerated by product innovations, with products that simplify baby care routines or offer health and wellness benefits being of high interest to parents.

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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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Abbreviations

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