

## Disposable Baby Products - US - April 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The disposable baby products market is estimated to reach \$8 billion in total 2019 retail sales, a decline of nearly 1% from 2018. Market struggles can partially be attributed to declining birth rates, parents' value-driven approach to the category, as well as increased competition from online retailers and subscription services."

- **Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

- Environmental concerns impact disposable diaper usage
- Private label disrupts disposable diaper and wipe categories
- Parents want clarity and reassurance from brands
- More parents are buying baby personal care products
- Parents express elevated interest in a variety of innovations

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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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## Disposable Diaper and Wipe Purchases and Brand Preferences

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