

# A YEAR OF INNOVATION IN BABY PERSONAL CARE, 2023

Baby personal care innovation continues to be driven by wellness, eco and natural trends. Convenience has also become a higher priority post COVID-19.



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# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: room for private label to innovate

- Extend private label competitiveness
- Rectify the decline in private label innovation
  - Graph 1: share of private label launches in the overall baby personal care\* category, 2018 vs 2022
- Private label innovation offers in-demand benefits

### Europe: high interest in convenience drives innovation

- Reach parents prioritising convenience
- Room for convenience claims to expand
  - Graph 2: baby personal care\* launches by select convenience claims, 2018 vs 2022
- Convenient innovation draws attention to easy use
- J&J refills link convenience with eco-friendliness

### The Middle East & Africa (MEA)

- Caring for sensitive skin remains a key NPD driver

## ASIA PACIFIC (APAC)

### Asia: interest in skin health/microbiome-friendly formulas inspires NPD

- Meet demand for microbiome-friendly baby care
- Pre and probiotic claims are most active in oral hygiene
  - Graph 3: share of baby personal care launches with prebiotic and probiotic claims, by category, 2022
- Microbiome-friendly NPD focuses on skin health and safety

### Asia: baby sun care must allay safety concerns

- Product safety is top concern for baby sun care
- Notable sunscreen NPD stresses gentle protection

### Australia & New Zealand (ANZ)

- Natural, probiotic and convenient NPD stands out

## THE AMERICAS

### **North America: aromatherapy claims can tap into wellness trends**

- Promote the wellness benefits of scented routines
- Wellbeing innovation focuses on improving sleep

### **North America: the focus on sensitive skin remains on trend**

- Showcase the use of hero soothing ingredients
- Substantiate hypoallergenic and 'for sensitive skin' claims
- Soothing NPD blurs with OTC/showcases hero ingredients
- Build on soothing claims by tapping into diversity trends

### **Latin America: eco/ethical claims are set to expand**

- Eco-ethical claims remain on trend
  - Graph 4: baby personal care launches by top four fastest growing eco-ethical claims, 2018 vs 2022
- Showcase eco-friendly credentials

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