

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.



Dionne Officer, Research
Analyst - BPC Innovation



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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UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850