

BABY PERSONAL CARE – INDIAN CONSUMER – 2019

Tap into the growing baby care market through a natural narrative. Focus on brand building to establish trust in a category driven by product safety.



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Report Content

- What you need to know – Summary

EXECUTIVE SUMMARY

- Take advantage of the growing baby care market through a natural narrative to communicate and establish a safe brand
- Baby soap, powder and oil form the baby products trifecta
- Create awareness about the need for baby care products beyond soap, powder and oil
- Build brand equity for safe baby care products by highlighting natural attributes
- Capitalise on experienced mums, whose babies have grown up, as brand champions
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Growing population, income and awareness drive the baby personal care market in India

Global trends and how they are playing out in India

- Natural is important globally, more so in India
- India reflects same top three global claims in baby & toddler (0-4 years) beauty & personal care products
 - Graph 1: Top 10 claims in baby & toddler (0-4 years) beauty & personal care products, 2014-18
 - Graph 2: Top 10 claims in baby & toddler (0-4 years) beauty & personal care products, 2014-18
- Focus on ingredients and safety concerns
- Dettol launches a range of soap and hand wash co-created with mums

CONSUMER INSIGHTS

- What you need to know

Chapter 1: Attitudes and concerns

- Safety and trust are two pillars for any baby care product
 - Graph 3: Agreement with baby personal care attitude statements – top three, April 2019
- Dial up safety and trust factors through natural ingredients
 - Graph 4: Top concerns about baby personal care products, April 2019
- Depict 'safe' through various terms that resonate with mothers
- Top regional terms for communicating 'safe'

- Regional variations for safe baby product associations
- Natural ingredients a must-have claim for baby care products in addition to 'mild'
- TURF Analysis

Chapter 2: Product usage

- Babies need a range of products for their various needs
 - Graph 5: Repertoire of baby personal care products used, April 2019
- Capitalise on morning bath routines that form the base of the baby care range
- Baby soap, powder and oil form the baby care product trifecta
 - Graph 6: Baby personal care products used for 6-7 days a week, April 2019
 - Graph 7: Baby personal care products used for 6-7 days a week, April 2019
- Disposable diapers are limited to out-of-home and nighttime usage
 - Graph 8: Top four baby personal care products used typically, by occasion, April 2019
- Working mothers display lower usage of baby care products compared to non-working mothers
- Make brand champions out of mothers of grown-up babies
 - Graph 9: Age when switching from baby soap to regular soap, April 2019

Chapter 3: Purchase behaviour

- Safety and trust plays out in the choice of purchase channel as well
- Win the trust of mothers by being visible on chemist shelves
 - Graph 10: Top five places of purchase for baby/children personal care products in the last 12 months, April 2019
 - Graph 11: Repertoire of places of purchase of baby personal care products, April 2019
- The South is omni-channel dependent for baby personal care products
- Invest in building a well-known baby care brand as mothers are brand loyal
 - Graph 12: Top five purchase influencers for baby personal care products, April 2019

MARKET APPLICATION

- Opportunity: Key areas of focus

Opportunities

- Go beyond baby powder/soap/oil products – inculcate a regime for baby personal care
 - Graph 13: Top five baby care products interested in trying, April 2019
- Address mosquito concerns with a single baby-safe repellent for both mother and baby
- Examples of convenient baby insect repellents
- Borrow baby soap claims for baby laundry detergent to differentiate from regular detergent
- Take inspiration from APAC for safe and natural baby laundry detergent

Who's innovating

- Superbottoms: Eco-friendly reusable diapers

Baby Personal Care – Indian Consumer – 2019

- India favours convenience over environment-friendliness in baby care products
 - Graph 14: Top 10 claims in diapers, 2014-18
 - Graph 15: Top 10 claims in diapers, 2014-18
- Homegrown natural skincare and makeup brand launches baby range
- Natural and vegan range of baby care products

Global innovators

- Bb Bloom and Blossom Sleep collections for babies and parents
- Brands offer health/wellness and sleep-aiding benefits for added value
- 'Edible' messaging emphasises naturalness and safety
- Brands showcase hero ingredients to emphasise naturalness and safety

APPENDIX

- Consumer survey methodology

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