

BATTLE FOR BABY BUCKS

Trends in the Asia Pacific Baby and Diaper market

BIG MARKET FOR LITTLE CONSUMERS

2015

US\$35B



GLOBAL BABY FOOD AND FORMULA MARKET

US\$27B



GLOBAL BABY DIAPER MARKET

3 DRIVERS IN ASIA PACIFIC FUELLING THIS GROWTH



URBANISATION



RISING MIDDLE CLASS



INCREASED NUMBER OF WOMEN JOINING THE WORKFORCE



FOOD THEY PUT IN THEIR MOUTHS

ASIA PACIFIC



DIAPERS THEY PUT ON THEIR BOTTOMS

Pouches

(containers with plastic spouts at the top from which food can be sipped) are driving sales

WHAT'S NEW

Diaper pants popularity is on the rise driven by convenience, comfort and competitive prices

Brand name 42%

Nutrition 31%

Safety 40%

TOP ATTRIBUTES

45% Skin protection

38% Fit/comfort

31% Brand name

Family & friends



Baby health experts



TV ads



TOP INFLUENCES

Family & friends

TV ads

Baby health experts



E-COMMERCE



1 in 4

bought baby food online

3 in 10

bought diapers online

To better understand why Asia Pacific consumers select one baby food or diaper brand over another, and to determine what motivates brand-switching behaviour, [download the report today](#):

OH, BABY!

NIelsen GLOBAL BABY CARE REPORT
AUGUST 2015

www.nielsen.com/apac

nielsen AN UNCOMMON SENSE OF THE CONSUMER™