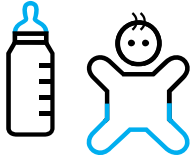


# BABY POWER 2020

## THE 14<sup>TH</sup> BIENNIAL LARGE SCALE INFANT FEEDING STUDY



As one of the largest tracking studies on infant feeding since 1995, Baby Power provides a comprehensive view of formula milk trends as well as in-depth analysis of changing attitudes and shopper insights – for both mums and dads! - that informs development of brand and communications strategies or short term tactics.

### 01

#### CATEGORY DYNAMICS

- The Landscape
- Breastfeeding trends
- Consumption in hospitals
- Consumption back at home
- Decision making process & Mothers' attitudes
- Shopping behavior
- Milk Sampling & CRM Programs

### 02

#### DEEP DIVE INTO MILK STAGES:

1. STARTER
  2. FOLLOW-ON
  3. GUM 1+
  4. GUM 3+
  5. GUM 6+
- Brand awareness & usage
  - Brand conversion & retention
  - Switching Incidence
  - Brand equity
  - Drivers & perceptions
  - Source of Information
  - Purchase channel

### 03

#### SPECIALTY SEGMENT

- Incidence and type of Specialty
- Attitudes towards specialty milk and reasons for consumption
- Brand equity
- Brand awareness
- Brand conversion & retention

### 04

#### MATERNAL MILK SUPPLEMENT SEGMENT:

- Incidence and type of Maternal milk – pre / post-natal consumption
- Brand awareness
- Brand conversion & retention
- Decision making & Reasons for using brand
- Source of Information

### 05

#### PRICE & PROMO DRILL




- Examine regular & promoted price by channel and SKU
- Understand price elasticity and how to utilise learnings
- Understand what incremental volume promotions drive
- Identify optimal promotion strategy to drive growth



#### UNDERSTANDING OUR SINGAPOREAN DADS

- Lifestyle of Singaporean dads
- Involvement and role in different stages
- Perception towards formula milk and breast milk & Brand awareness
- Perception towards value & price
- Key touch points
- Purchase channels

# RESEARCH DESIGN

<b>RESEARCH AREA</b>  Nationwide	 <b>MUMS</b> Mothers with babies of 0 months to <b>10 years old</b> Singaporeans & PR n=800 N=200 per child age band Working vs non working. Race - Chinese vs Non-Chinese. Household Income. Face to Face 45 min Feb-Mar 2020	 <b>DADS</b> Fathers with babies of 0 months to <b>6 years old</b> Singaporeans & PR n=200 N=50 per child age band Working vs non working. Race - Chinese vs Non-Chinese. Household Income. Online 20 min Feb 2020
<b>RESPONDENT CRITERIA</b>		
<b>SAMPLE SIZE</b>		
<b>QUOTAS</b>		
<b>METHODOLOGY</b>		
<b>LOI</b>		
<b>FIELDWORK PERIOD</b>		

## INVESTMENT (SGD)

<b>BABY POWER</b>	1. Consumer Insights F2F Surveys* 2. Price & Promo (stage 3 or 4)	\$56,000
		+
<b>BABY POWER PLUS (DADS)</b>	Consumers Insights Online Surveys	\$5,000
<b>LITE BABY POWER 2021</b>	Face to Face	\$29,500

\*module splits available

### FOR MORE INFORMATION

Please contact your Nielsen representative or email [connie.Lee@nielsen.com](mailto:connie.Lee@nielsen.com) for detailed information.

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