

Baby and Child-Specific Products in Asia Pacific

February 2021

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Asia Pacific the biggest and most dynamic region in terms of sales

Slight dip in growth expected due to COVID-19 in 2020

China continues to drive growth in Asia Pacific

Wipes, skin care and toiletries add the most new sales

Falling baby wipes sales in Japan

Further healthy growth for baby and child-specific products in 2019

Other BPC non-grocery specialists the main distribution channel

E-commerce accounts for a quarter of retail value in China in 2019

LEADING COMPANIES AND BRANDS

Market becoming more fragmented over the historic period

Leading player Johnson & Johnson continues to lose share

China accounts for the bulk of leading players' regional sales

Aveeno picking up share as Johnson's Baby loses it

FORECAST PROJECTIONS

Further strong growth expected over the forecast period...

...albeit with a slight slowdown in 2020 due to the pandemic

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Pakistan: Market Context

Pakistan: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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