

Market Analysis of Baby Skin Care Industry in China 2015-2020

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Abstracts

INTRODUCTION

In recent years, the sales of baby skin care products have witnessed rapid growth. The sales of baby skin care products grew from RMB2.537 billion in 2009 to RMB5.458 billion in 2014. The industry will continue its rapid growth in the following years and more and more domestic brands enter the market to grasp this opportunity.

In this report, ASKCI will further disclose market potential and commercial opportunities for baby skin care industry in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

Contents

1 OVERVIEW OF BABY SKIN CARE INDUSTRY IN THE GLOBE

- 1.1 Current Development
- 1.2 Market Analysis of Baby Skin Care Industry

2 OVERVIEW OF BABY SKIN CARE INDUSTRY IN CHINA

- 2.1 Current Development
- 2.2 Policy and Regulation
- 2.3 Demand Analysis
- 2.4 Industry Structure

3 IMPORT AND EXPORT ANALYSIS OF BABY SKIN CARE INDUSTRY IN CHINA, 2010-2015

- 3.1 Import Analysis of Baby Skin Care Industry
- 3.2 Export Analysis of Baby Skin Care Industry

4 MARKET ANALYSIS OF BABY SKIN CARE INDUSTRY BY MARKET SEGMENT

- 4.1 Baby Face Cream
- 4.2 Baby Shampoo
- 4.3 Baby Body Wash
- 4.4 Baby Talcum Powder
- 4.5 Baby Oil
- 4.6 Baby Skin Care Soap
- 4.7 Hypoallergenic Cream
- 4.8 Baby Perfume
- 4.9 Baby Lotion

5 MARKET ANALYSIS OF BABY SKIN CARE INDUSTRY BY REGION

- 5.1 North China
- 5.2 Northeast China
- 5.3 East China
- 5.4 Middle China
- 5.5 South China

5.6 Southwest China

5.7 Northwest China

6 KEY PLAYERS OF BABY SKIN CARE INDUSTRY IN CHINA

6.1 Shanghai Jahwa United Co., Ltd.

6.2 Johnson & Johnson (China) Ltd.

6.3 Pigeon Maternal and Child Supplies (Shanghai) Co., Ltd.

6.4 Tianjin Yumeijing Group Co., Ltd.

6.5 Guangdong Yingzifang Infant Products Industrial Co., Ltd

6.6 Leads Beauty (Nanjing) Co., Ltd

6.7 Xiamen Modern Delta Ltd.

6.8 Philips Avent

6.9 NUK

6.1 Sebamed

6.11 Haiermian

7 PROSPECT OF BABY SKIN CARE INDUSTRY IN CHINA

8 CONCLUSION AND RECOMMENDATIONS

ASKCI's Legal Disclaimer

List Of Tables

LIST OF TABLES

Table 1 Maternity and baby products in B2C market in China, 2012-2015

Table 2 Number of baby and children (0-3 years old) by region, 2011-2014

Table 3 Import volume of other cosmetics, or skin care products in China, 2010-2015

List Of Figures

LIST OF FIGURES

Figure 1 Market share of B2C maternity and baby products by platform in 2015

Figure 2 Import sources of other cosmetics, or skin care products in China, 2010-2015

Figure 3 Export destinations of other cosmetics, or skin care products in China, 2010-2015

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