



Baby and Child Care

New packaging opportunities are emerging to provide better solutions for parents

MarketLine Case Study

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1. Overview

1.1. Catalyst

Baby and child care products that make life easier and more convenient are valued and appreciated since they can help time-constrained parents to juggle commitments, freeing up time for enjoyable leisure activities. Packaging features that assist with food preparation or feeding are welcomed while ease of use is essential for baby changing and bath time. Once children are able to talk and communicate their needs and wants, pester power begins to play a role and children can exert strong influence over purchasing decisions. Just over a third of parents with under-fives agree that their children decide what products they buy for them, increasing to 43% for those with children in the 5-9 years age group. Packs in the shape of cute, friendly characters have strong shelf appeal and can help youngsters to develop a special bond with the brand. Introducing an element of fun into the packaging, with the ability to use it as a toy or storytelling device, creates opportunities for expressing individuality through creative play, resulting in a unique usage experience and increased brand engagement.

1.2. Summary

Most parents and carers have experienced pester power from a child who insists that only the pack featuring a particular superhero or movie character will do but, when teamed with child-friendly features, these packs can prompt greater usage, as well as helping the child to learn new routines and become more independent as they grow. Pump dispensers for personal care products cleanly deliver a measured dose with each push so there is less wastage and mess, meaning that even young children can start to take a greater role in their daily hygiene routines.

Busy modern lifestyles mean that parents need to juggle child care and family time with work and social activities. Products that are easy to use and save time resonate well, with 44% of parents saying that convenience would encourage them to buy personal care products that are specifically targeted for children, rising to 51% for food and drinks. Packaging plays a key role in creating products that are functional and time-saving. For feeding time, packaging should be practical and intuitive to use with ergonomic shaping, simple dosing, and handy dispensing features proving beneficial for preparing infant formula or toddler meals when one might be trying to keep children entertained at the same time.

Brand owners are launching more differentiated products in order to cater better for different age groups. Packaging with unusual or innovative shapes and design features can be used to create friendly characters that are eye-catching at retail and have strong appeal for children. These can help to make bath time or feeding more fun, building a stronger bond between the parent and child, and consequently with the brand itself.

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2. Child-friendly packs encourage usage and cultivate independence

Most parents and carers have experienced pester power from a child who insists that only the pack featuring a particular superhero or movie character will do but, when teamed with child-friendly features, these packs can prompt greater usage, as well as helping the child to learn new routines and become more independent as they grow. Pump dispensers for personal care products cleanly deliver a measured dose with each push so there is less wastage and mess, meaning that even young children can start to take a greater role in their daily hygiene routines.

2.1. Attempts to encourage children to engage with packaging is not wasted

Adding a sound mechanism or visual cue that is activated with usage introduces an element of fun and interaction, and can act as a “reward” for the child as they participate in a washing ritual, for example. For food and drinks, packs can be shaped for easy holding so they are better suited to youngsters’ hands and this can work well with characterization to create fun, friendly identities that children want to be seen with. Drinking spouts add convenience on-the-go and visi-strip markers help a child to keep track of consumption, perhaps learning portion control for snacking or how to stay hydrated throughout the day.

Figure 1: Nestle Pure Life Water



Source: Nestle

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2.1.1. Nestle Pure Life water uses fun characters and easy to hold bottles

Emoji characterization gives Nestlé Pure Life water a fun and youthful identity and creates “water buddies” to encourage children to stay hydrated. Curvy bottles are easy to hold and a visi-strip helps the child to set targets for water consumption across the day.

Figure 2: Firefly Mouthwash



Source: Firefly

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2.1.2. Firefly mouth wash has licensed Spiderman and uses unique dispensers to encourage child use

Firefly mouthwash has Spider-Man licensing for child appeal. Pump bottle means easy, clean dispensing and the dosing cup is neatly stored in the base of the pack. Both features allow the child to take responsibility for their oral care routine.

3. Enhanced convenience brings greater consumer satisfaction

Busy modern lifestyles mean that parents need to juggle child care and family time with work and social activities. Products that are easy to use and save time resonate well, with 44% of parents saying that convenience would encourage them to buy personal care products that are specifically targeted for children, rising to 51% for food and drinks. Packaging plays a key role in creating products that are functional and time-saving. For feeding time, packaging should be practical and intuitive to use with ergonomic shaping, simple dosing, and handy dispensing features proving beneficial for preparing infant formula or toddler meals when one might be trying to keep children entertained at the same time.

3.1.1. Companies should recognize that parents want ease of use in difficult situations

Ready-to-use products in small or single-portion packs are convenient for use out of home or just for whenever time is short, and they can be valuable in helping consumers to adapt to new lifestyle patterns. In personal care, packs that are easy to open and use are vital when trying to keep hold of a small baby at bath time. Pump dispensers and one-touch opening make for a smoother usage experience and can help to drive brand loyalty by taking some of the stress out of what can be tricky situations.

Figure 3: Werdery LGG milk drink

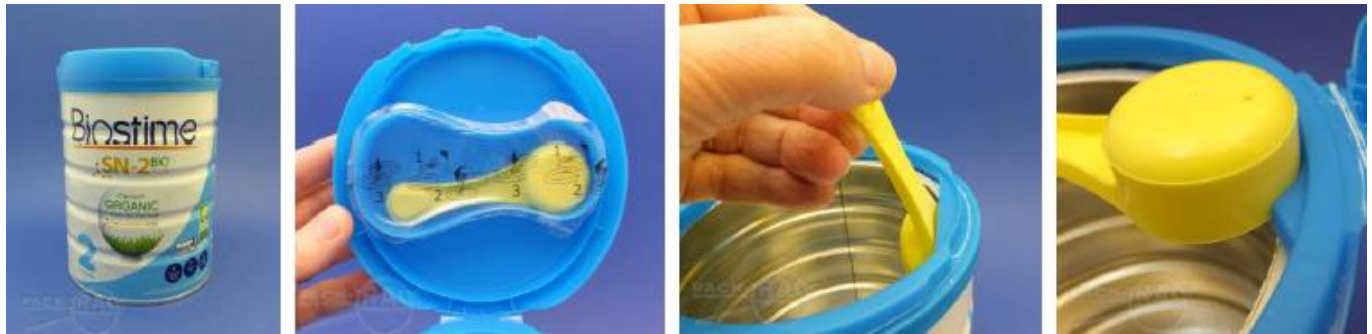


Source: Werdery

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3.1.2. Werdery LGG milk drink for kids deploys a screw on teat

Ready-to-drink product in a small, lightweight plastics bottle allows convenient usage, especially when away from home. The screw-on closure features a silicone teat, making the format suitable for babies that are still bottle fed and for toddlers able to feed themselves from a bottle. The small bottle (188ml) with waisted shape is easy and comfortable to hold, and can help older infants to feed themselves. The protective overcap provides hygienic reclose when on-the-go.

Figure 4: Biostime SN-2 Bio-Plus infant formula

Source: Biostime

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3.1.3. Biostime SN-2 Bio-Plus infant formula has a hygienically sealed cavity

The measuring scoop is hygienically sealed in a separate cavity until first use. The scoop is safely stored on a special hook device inside the closure so that it is always to hand and the consumer never has to scrabble around in the milk powder. A straight edge inside the rim of the closure serves as a scoop leveler to assist with accurate dosing of the formula. The end of the scoop handle features an indent that is shaped to fit the thumb and acts as a grip point.

3.1.4. Gerber Organic baby food uses a spout and lid to help parents feed on the go

The Smart Flow(TM) spout was developed in response to consumer research suggesting parents wanted a cleaner way to feed their babies. Gerber claim the spout provides better control over dispensing so more food goes on the spoon, not everywhere else. Spout has gently rounded edges, making it comfortable for children sucking food straight from the pouch. It also appears to help reduce dripping and collection of product residue when feeding with a spoon. Reclosable pouches are popular for convenient out-of-home feeding. Widely spaced ridges around the cap allow consumer to get a better grip for opening.

3.1.5. Plum Organics baby food is packaged as a simple bowl

The rounded, bowl-like shape of this pot is easy to hold and fits comfortably in the hand. The lid is designed to be used as a spoon rest, with the bowl of the spoon sitting on the recessed circular area at the center of the lid. The pack incorporates a "date of opening" marker so the consumer can keep track of the freshness of half-used packs stored in the fridge: align the small raised arrow on the top of the lid with the appropriate day of the week in the timeline printed on the shrink sleeve. The lid allows secure reclosing whether in or out of home.

3.1.6. Johnson's Baby shampoo is designed to use one handed

Packaging redesigned so bottles are easy to use one-handed, recognizing the difficulty of keeping hold of a wet, slippery baby when bathing. A pivoting disc cap allows quick one-touch opening by pressing down on the finger pad. Some variants in the range feature pump dispensers. A tamper tab on the closure snaps off automatically as the cap is opened for the first time,

meaning that consumers do not need to fiddle around to remove the tab. The bottle's elliptical cross section and flat front/back faces make it easy to grab.

3.1.7. Mamy Poko baby wipes are designed to have a locking catch

This dispenser unit offers quick and easy opening at the touch of a button. The lid pops open to sit at a 90 degree angle and stay out of the way in use. The lid features a locking catch at the front and can be unlocked, popped open, reclosed and locked again all with one hand. An H-shaped dispensing aperture reduces the incidence of more than one wipe being pulled out at a time and makes it easy to separate a wipe from the stack. A flexible push "button" in the base of the dispenser unit raises the wipe stack for easier access to the last few wipes.

4. Creating child appeal through design

Brand owners are launching more differentiated products in order to cater better for different age groups. Packaging with unusual or innovative shapes and design features can be used to create friendly characters that are eye-catching at retail and have strong appeal for children. These can help to make bath time or feeding more fun, building a stronger bond between the parent and child, and consequently with the brand itself.

4.1. Parents favor products that are focused on child development and learning

Products that support child learning and development are well favored by parents with 42% saying that this would encourage them to purchase personal care products specifically targeted at children, a figure that rises to 61% when considering food and drinks.¹ Well designed packaging with added functionality can meet this demand by transforming the pack into a toy that allows interaction and encourages creative play or storytelling, thereby bringing fun and enjoyment that becomes part of the overall brand experience. Introducing a variety of designs or limited editions prompts repeat purchases to collect the set and build up the toy stash.

Figure 5: Eiboo It's My Toy fruit drink



Source: Eiboo

© MarketLine

4.1.1. Eiboo It's My Toy fruit drink catch the eye on the shelf

The colorful bottle overcaps are designed to be used as stackable children's building blocks, bringing an element of fun and interaction and adding value to the product offer. Each cap is styled as a head with molded facial details and ears on the sides. A variety of head designs and colors are available which may encourage consumers to try and collect them all to have a full set. The overall pack design somewhat resembles a LEGO character which helps to communicate the building brick function. Brightly colored cuboid packs have strong shelf presence for easy identification at retail.

Figure 6: Tetesept: Kinder Badespaß bath salts



Source: Tetesept

© MarketLine

4.1.2. Tetesept: Kinder Badespaß bath salts have an additional play element

The shaped sachet is designed to be transformed into a finger-puppet for playing while bathing, and gives the opportunity to use storytelling as part of a relaxing bedtime routine. The concept adds value to a relatively simple pack format and may help to compensate for some of the current negative connotations around flexible packaging. Cut off the bottom section of the sachet to leave the panda's head and insert your fingers to use it as a puppet. A variety of other designs are available, including a unicorn, a princess, and a dragon.

Figure 7: Key trends that influence new packing decisions



Efficient & Effective

Products that require minimal time and effort appeal strongly to busy consumers. Innovative packaging formats that improve consumer usage of baby and child care products by introducing one-handed opening or added dispensing features, for example, bring the consumer the feeling of greater efficiency and allow more time for enjoyable activities with the family.



Added Functionality

Consumers seek more valuable products and experiences, and more visible functions that can enhance their user experience. Practical packaging that offers greater convenience, such as simple dose measuring or features to assist with feeding, resonates well with parents. Packaging with added play value is likely to appeal to children and meet with approval from parents who recognize the benefits of learning through play.



Out-of-Home

Our busy lives are leading to an increasing dependency on consumption away from the home to better fit in with changing lifestyle patterns. Innovative packaging solutions that offer hassle-free food preparation or easy feeding will appeal to parents and carers who need to manage child care and increased mobility.



Personalization

More specialized products are being introduced to meet the needs of different age, gender, ethnic or lifestyle groups. Packaging that is designed to appeal to children or to support the child's learning and development is likely to be favored by parents and caregivers who want the best for their children.

Source: Biostime

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4.2. Combine parental convenience and child-appeal to create unique packaging solutions

Convenience is important in many areas of modern consumers' lives and also plays a role for parents when purchasing baby and child care products. Addressing the challenges of child care and helping to take some of the stress out of potentially tricky situations by introducing packaging with simple, consumer-friendly features such as easy one-handed opening, dose measuring or controlled dispensing is one way that brand owners can differentiate their products and deliver a more satisfactory usage experience that helps to engender brand loyalty.

Children appreciate products that are tailored to meet the specific needs of their age group and enjoy taking ownership of such items that are not for general family use. Character-themed packaging or toy-like packs with unique shapes have strong appeal for children and we have noted many instances of such formats in children's personal care where they improve shelf presence in a growing market. Packs with a toy value encourage sensory development in babies and promote individualism and learning through creative play in toddlers and older children. This results in greater brand engagement and is likely to find favor with parents who want the best for their children.

5. Appendix

5.1. Further reading

Global Baby Personal Care (2020) Marketline Industry Profile

6. Ask the analyst

We hope that the data and analysis in this case study will help you make informed and imaginative business decisions. If you have any questions or further requirements, MarketLine's research team may be able to help you. The MarketLine Research team can be contacted at ReachUs@MarketLine.com.

7. About MarketLine

At MarketLine, we deliver accurate, up-to-date insights on over 100,000 companies, 3,500 industries, 215 countries, and 3,000 cities as well as the latest news and financial deal information from within your market and across the globe.

Established in 1997 when the Internet was in its infancy, we recognized the need for a convenient and reliable data service to help our clients understand local and global markets and the companies operating within them.

In today's information-rich world, sifting fact from fiction to pick out what's relevant and what's up to date has become the new 'holy grail' in business information provision.

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