The Grocer

Focus On: Infant and Childcare

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The giants of infant and childcare are facing a challenge. A nappy brand from abroad is launching in the UK in May, aiming to take on the might of the big brands. Meanwhile, some smaller eco options are bucking the wider stagnation in nappy sales. Over in baby and toddler food, a similar pattern is emerging. Momentum is slowing for a category leader, while the likes of some smaller brands are nailing double-digit growth. Even in paediatric analgesics, the market leaders are staying still while tertiary and better value alternatives are gaining ground. All in all, the leaders cannot afford to rest on their laurels. Parents are increasingly looking for a reason to buy beyond a big name – whether that's value, sustainability or perceived health credentials. So who is winning in this increasingly competitive market? And how are the giants fighting back?

Brands: Which baby and infant brands are booming, and which are stagnating? What are the driving factors behind these performances? And what role is own label playing here as finances get tighter?

Food: Who are the big winners in baby and toddler food and what are they doing right? What is most important to parents in this area: home-cooked credentials, health, convenience or price?

Nappies: Who is winning in the highly competitive nappy market? What are challengers bringing to the game? To what extent are eco-credentials an important sales driver, and how are the giants responding?

Healthcare: Which are the fastest-growing brands in baby and infant healthcare, and what do they have in common? Is price the most important factor in this market?

Innovation: We will profile eight new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.