

# Child, Baby and Maternity Products & Services Sector in China

Taowen Xue, Shanghai Office

**ACCIÓ**



Generalitat  
de Catalunya

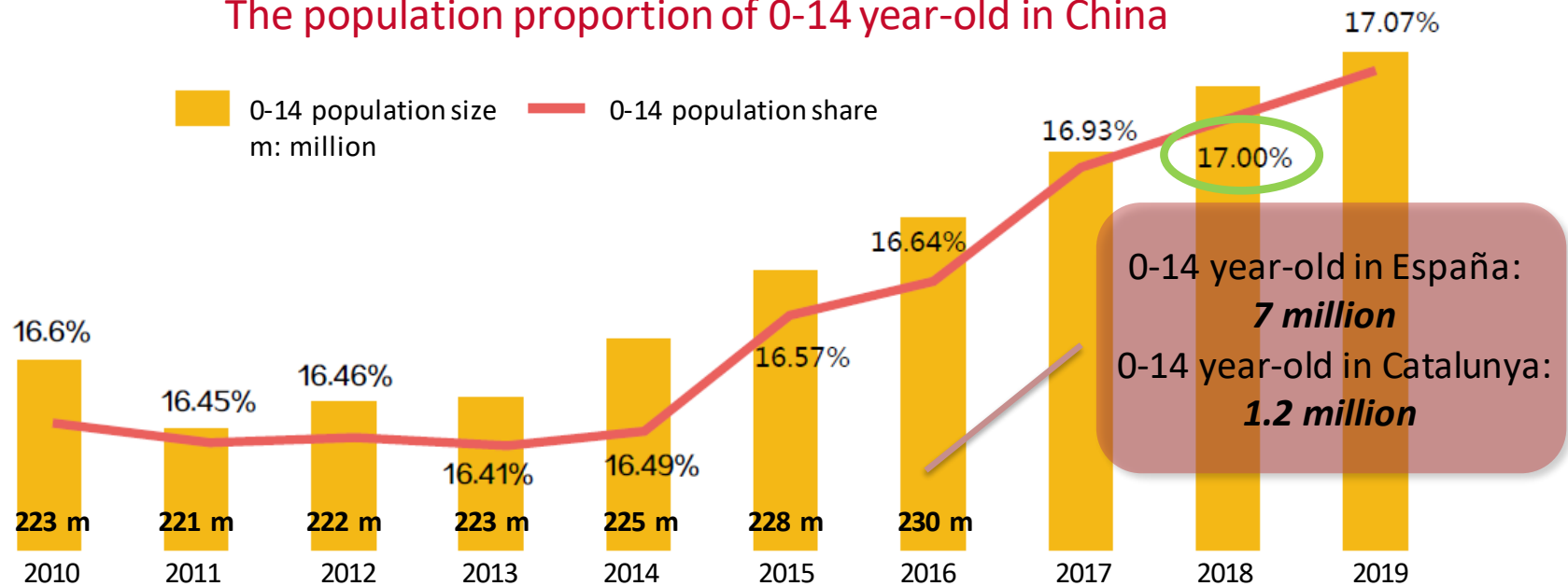
**Connecta't a ACCIÓ**  
[accio.gencat.cat](http://accio.gencat.cat)

## Current situation of the sector - Increase in the number of infants and young children

The full implementation of the policy “one couple can have two children”.



### The population proportion of 0-14 year-old in China



The number of newborns in 2017 is **17.23** million and the proportion of children aged 0-14 years will exceed **17%**.

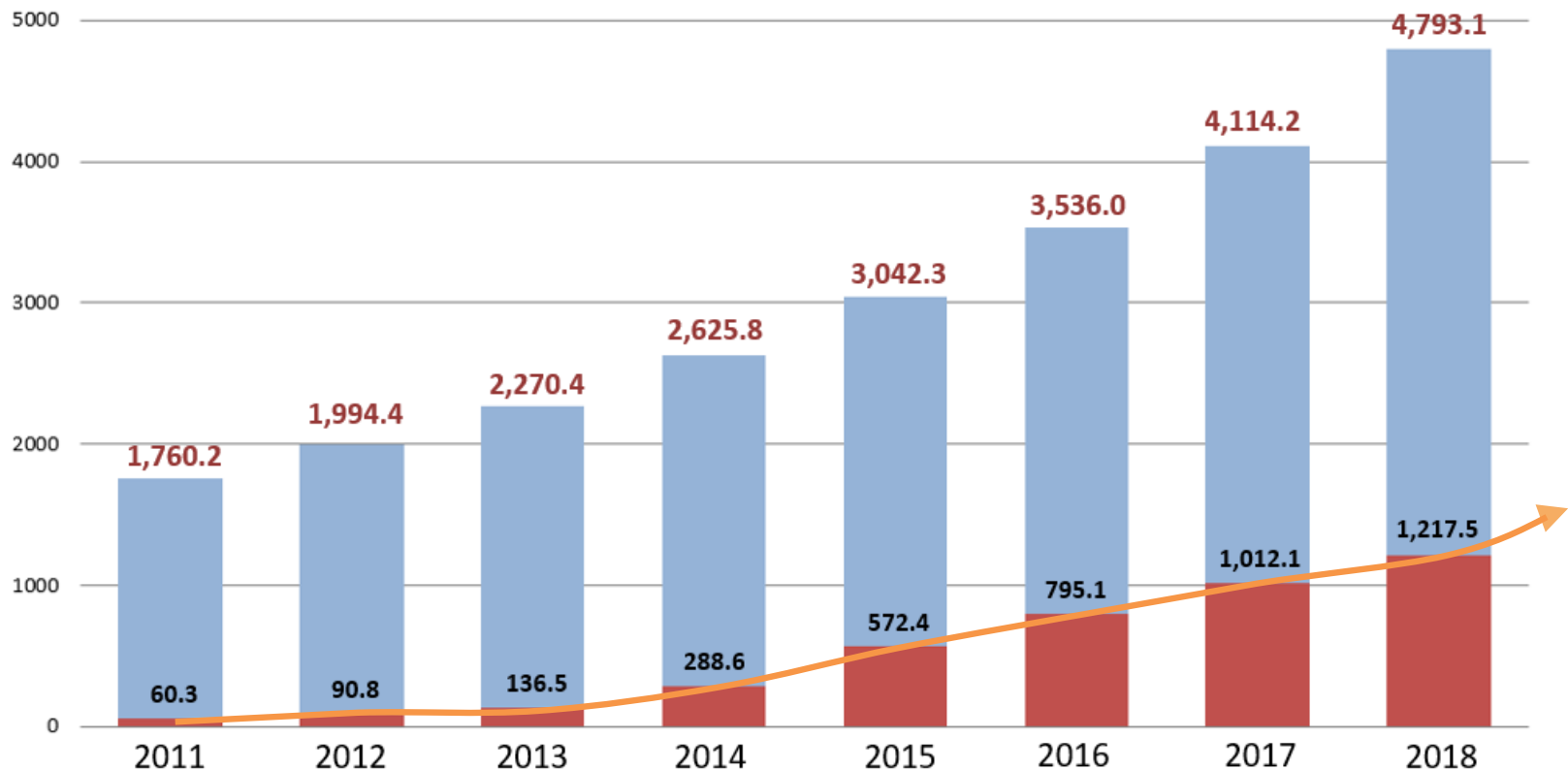
## Current situation of the sector - Rapid growth of market size

### Market Size

Offline sales  
Online sales

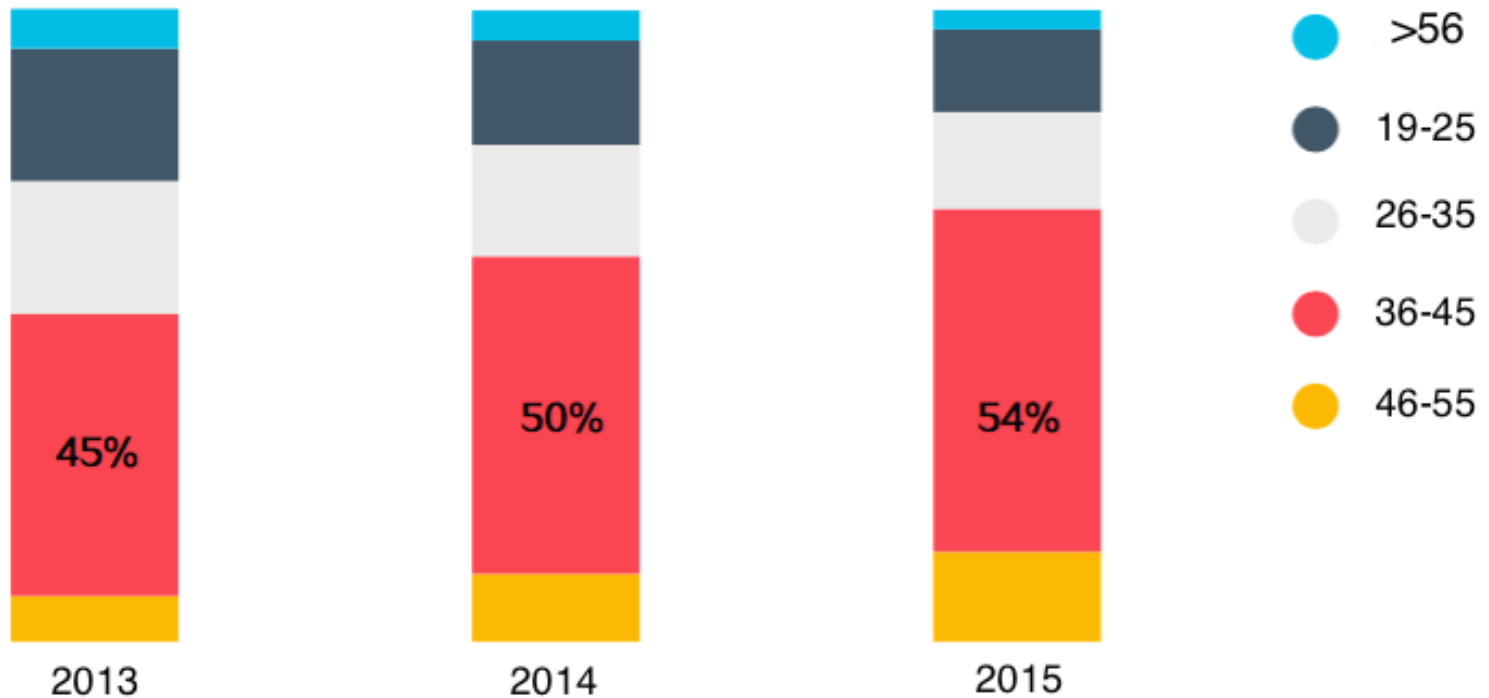
6000  
Unit: 100 million USD

**By 2025, Baby Product Market Size To Reach USD 121.0 Billion**

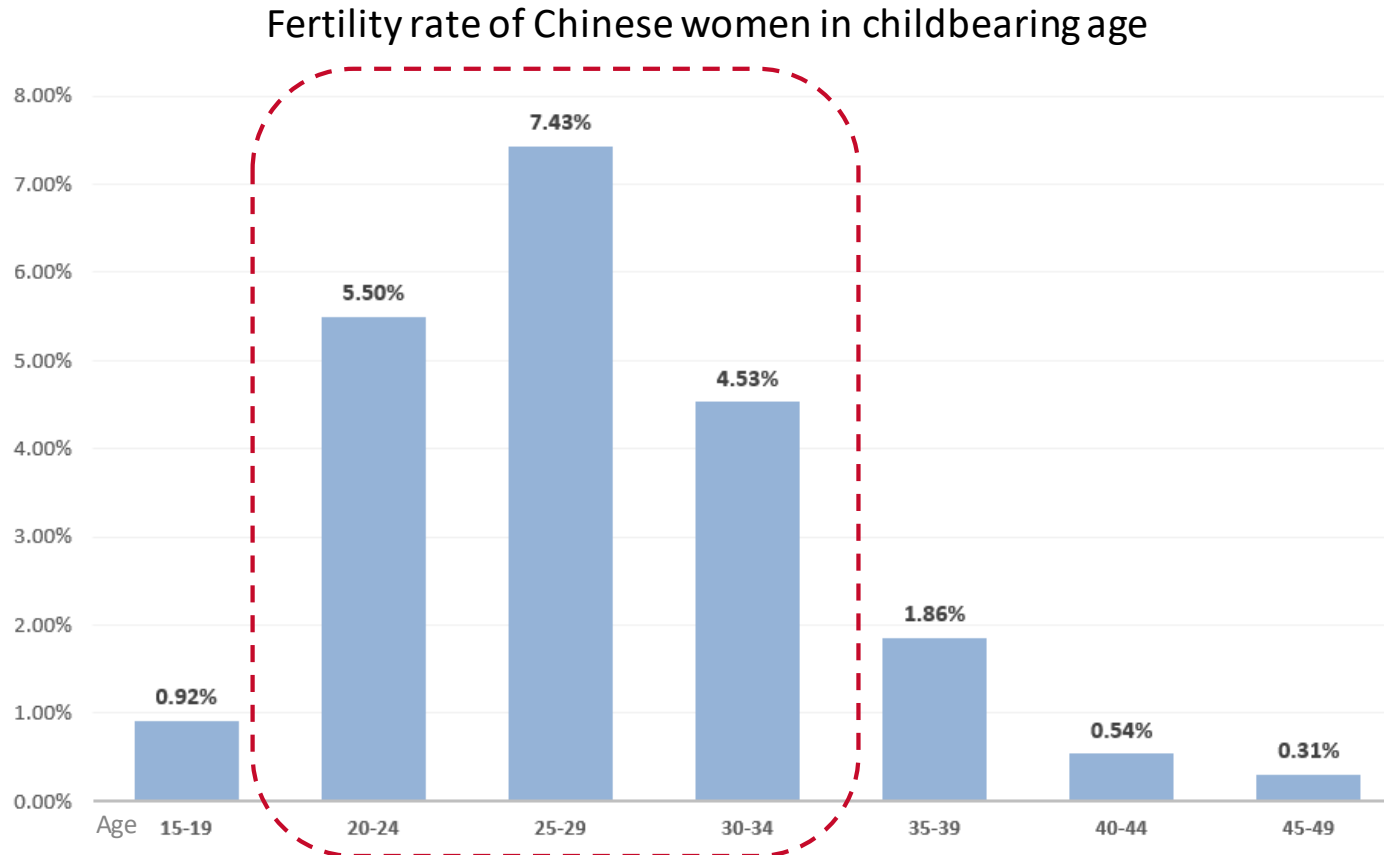


## Chinese consumer characteristics

### Consumer Age Distribution



## Chinese consumer characteristics



80s and 90s is becoming the **main** consumer of Baby and Maternity products.

## Chinese consumer characteristics

The middle class,  
with 109 million by 2022



The largest consumer group in China



**The 80s**



The first generation of the only child

Chinese-style family: **4+2+2**

Different consumption concept



Big investment in children



Strong Purchasing power



Huge market demand



**But**

## Chinese consumer characteristics

In 208, Chinese dairy product contamination incident



Lack of confidence in the quality of local brands

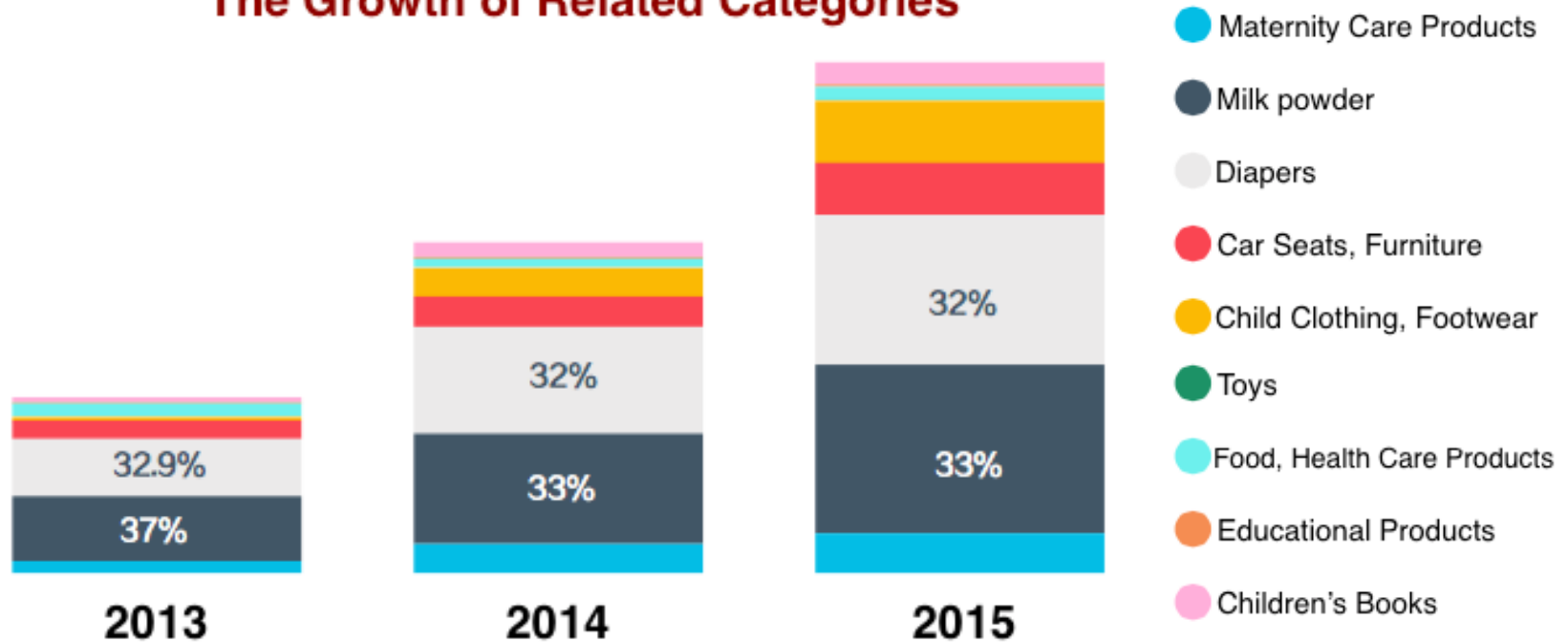
Looking for healthier and safer products

High demand of Imported maternal and child products

**Opportunities for Imported child and maternal products!!!**

## The Change of Related Categories

### The Growth of Related Categories



- Although milk powder and diapers account for a large proportion of the market, these two categories are almost saturated in China.
- Through our research, **Maternity Care products** and **Food, Health Care Products** are much easier for Catalan companies to enter China Market.



## Why CBME



World's **Largest** Trade Fair for Child Baby Maternity Products and Services

**266,548** square meter, MWC BCN x **1.5**

**90,000** professional visitors

over **88,000** trade buyers

**4,300** brands

**2,900** suppliers



**ACCIÓ**



Source: CBME.Com

**Connecta't a ACCIÓ**  
accio.gencat.cat

## Why CBME



### ➤ To understand the market

If you want to enter the China market, CBME is the best opportunity to know this big market and to find the competitors in the same category.

### ➤ To meet the cooperative partner

During the CBME, those big platforms will be in Shanghai, it's a very good opportunity to meet them.



### ✦ **Information sharing**

- Baby and Maternity Sector in China
- Commercial trend
- Regulation about Baby and Maternity products

### ✦ **Retail experience**

- Shopping mall exploration (retail environment)
- Local market (main players visit, eg. Lenfoo)

### ✦ **Group Agenda, to visit some entities**

- Ecommerce companies, like Alibaba, The Red, Suning
- Chinese conglomerates, like Goodbaby etc.

## Why Choose Catalonia Trade & Investment



- The market is big and the competition is fierce, thus not all the products can sell well.
  - You need to find your own unique.



- To know rules of the game in this market.
- Help you find the most appropriate channels to enter the market.
- Help you find your suitable partner
- Be in China market for many years and have a lot of resources, like Alibaba, JD...

¡Gracias!

**ACCIÓ**



Generalitat  
de Catalunya

**Connecta't a ACCIÓ**  
[accio.gencat.cat](http://accio.gencat.cat)

**Servei d'Informació  
Empresarial**  
934 767 206  
Info.accio@gencat.cat

**Alt Penedès, Garraf i Maresme**  
Tel. 934 767 251  
Altpenedesgarrafmaresme.accio@gencat.cat

**Catalunya Central**  
Tel. 936 930 209  
Manresa.accio@gencat.cat

**Girona**  
Tel. 872 975 991  
Girona.accio@gencat.cat

**Lleida**  
Tel. 973 243 355  
Lleida.accio@gencat.cat

**Tarragona**  
Tel. 977 251 717  
Tarragona.accio@gencat.cat

**Terres de l'Ebre**  
Tel. 977 449 333  
Terresebre.accio@gencat.cat

 @accio\_cat

Accra / Berlín / Bogotà / Bombai / Boston / Brussel·les / Buenos Aires / Casablanca / Copenhaguen / Dubai / Hong Kong / Istanbul /  
Johannesburg / Lima / Londres / Mèxic DF / Miami / Milà / Mont-real / Moscou / Nairobi / Nova York / Panamà / París / Pequín /  
Santiago de Xile / Sao Paulo / Seül / Xangai / Silicon Valley / Singapur / Stuttgart / Sydney / Teheran / Tel Aviv / Tòquio / Varsòvia /  
Washington DC / Zagreb-Belgrad

**ACCIÓ**



**Generalitat  
de Catalunya**

**Connecta't a ACCIÓ**  
accio.gencat.cat