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The new baby care trend: premium and sustainable

The latest launches for infants focus on natural ingredients and eco-packaging

Baby care is a promising market for cosmetics brands, with an expected growth of 4.3% a year, to reach \$25 billion in sales in 2028. Since the pandemic, baby products are booming: inspired by the "clean beauty" movement, brands are prioritising premium, sustainable ingredients and packaging that are respectful to the environment. It's a global trend driven by booming markets such as Asia Pacific and the Americas.

According to the Mintel report "A year of innovation in baby personal care, 2022" plant-based claims drive the new developments in Europe, accounting for 56% of product launches for infants. The continued interest in safe formulas goes beyond hygiene, with new ranges claiming probiotic effects or suitability for sensitive skin. In addition, multipurpose products that can be used by both babies and parents with delicate skin are on the rise.

"Protection and safety have always been key for the baby products industry, especially since the pandemic. But there's been an evolution in how baby care is seen by the market: rather than being exclusively personal care, it's now considered as a beauty product," says Marc Bardauil, Quadpack's Market Insights Lead.

Premium and transparent

In Asia Pacific, one of the fastest-growing markets for baby care, parents are willing to pay more for premium products.

Consumers lean toward brands that are transparent about ingredients' origins and sustainability certifications.

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Knowledgeable about cosmetics and ingredients, millennial parents are increasingly demanding about what they buy and apply on their babies'™ skin.

The same trend is observed among US parents, with 43% agreeing that natural ingredients are more important than price in baby care ranges.

Clean beauty products, such as 'free-from'™ formulas, are gaining traction, while some giant players in the market are committing to eliminating controversial ingredients in baby products.

Eco-packaging is key

Climate change is an increasing concern for parents, who recognise that the younger generations are to suffer its heavier effects. Brands are becoming more transparent about their formulas ('water-saving'™, 'cruelty-free'™, 'reef-safe'™), while refillable, recyclable recycled packaging are some of the alternatives that help brand fulfil their sustainability commitments.

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About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass market customers. For more information, please visit www.quadpack.com.

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