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Cross-Border and Cross-Cultural Marketing

China Mather and Infant Industry Research 2022



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**Market
Outlook**



**Audience
Personas**



**Competitors
Landscape**



**Our Media
Performance**



Market Outlook



800g

= 1 week ~ 2 weeks

- Total usage of baby formula for child aged 0-7 years

183 - 365 Cans/per child

- The total amount spent on baby formula for a baby's growth cycle (the average price is calculated by AUD35 pc)

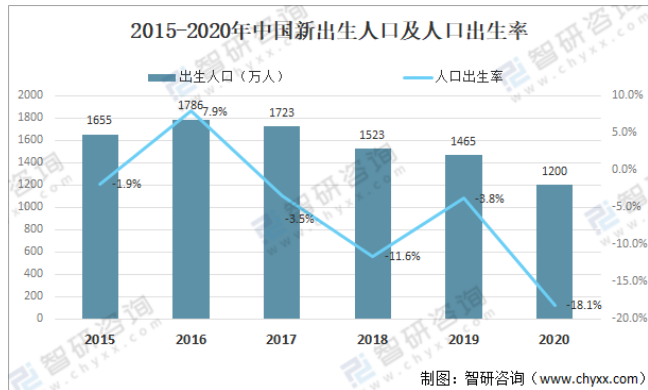
AUD \$6,405 - \$12,775

RMB ¥30,744 - ¥61,320

- According to data released by The National Bureau of Statistics of China, 10.62 million people will be born in China in 2021. Based on the number of newborns, the demand for baby formula in 2021 will be

19-38 Billion cans

Market Value Overview



2015-2021年母婴用品及零售平台投融资数量及金额



Source: 烯牛数据

China's Maternal and Infant Market Value

- By **December 2021**, the size of China's maternal and Infant Market was **4.9 trillion RMB**, with a year-on-year growth rate of **19.5%**.
- In 2021, the number and amount of financing events in the maternal and Infant industry reached a record high in recent years, with the total amount of financing reaching **6.88 billion RMB**.
- Cross-border maternal and infant products are an important growth point of online maternal and infant products.**

Source: iiMedia Research

Audience Personas

Consumer Demographics

Industry User Portraits



The Backbone
80s & 90s

+

The New Main Force
95s

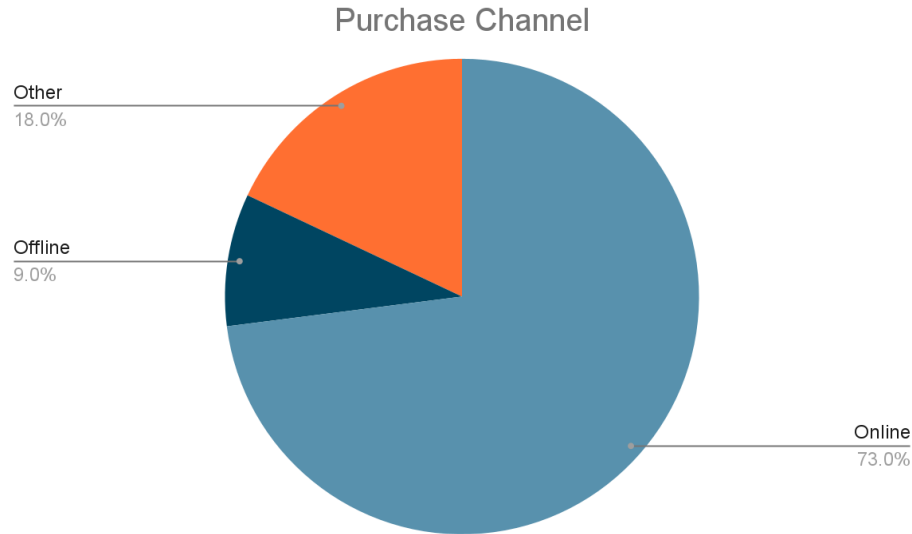
User characteristics

- Strong consumption intention
- High consumption power
- Dare to try new things

User Philosophy
精细育儿



Consumer Demographics



According to QuestMobile's Brand Marketing Insights report for Maternal and Child Industry 2021, the average maternal and infants product demographic spends more than 40 hours per month **on content platforms**, far more than shopping and vertical channels.

Among them, mother-baby APP is the main source for consumers to obtain professional parenting knowledge and carry out community communication. The combination of "**content and e-commerce**" has combined to guide the purchasing decisions of the new generation of parents.

1. In recent years, while the number of newborns shrinks, the dividend of the two-child and three-child policy is gradually released. Such families have become a new driving force for the growth of the maternal and infant market. Besides, in the first half of 2021, China imported 105,091.5 tons of infant formula. Export quantity is 3,109.3 tons. Therefore, the maternal and infant market is still expanding, and the consumption scale of the maternal and infant industry and important cross-border platforms will continue to grow steadily.
1. According to CBNDData's "Tmall International Mother and Infant Market Report", in recent years, the birth rate of newborns continues to decline, the number of children aged 3-6 is increasing, so the market demand is increasing. In the future, the brand should focus on child-related products such as student formula which can become the main promotion products.

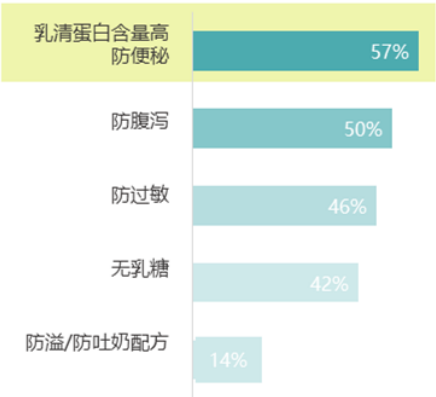
New Points

女性母婴人群购买特殊配方奶粉人数占比



数据来源：CBNData发布的《2022女性品质生活调查问卷》，请问您是否为宝宝（0-3岁婴幼儿）购买或计划购买特殊配方奶粉？（单选）N=550

女性母婴人群购买特殊配方奶粉产品偏好



数据来源：CBNData发布的《2022女性品质生活调查问卷》，请问在购买特殊配方奶粉的时候，以下产品属性是您主要关注的呢？（多选）N=422

大数据·全洞察

Source: CBNData

3. 精细育儿

91% of the new generation of mothers are not bound by traditional parenting concepts, and strive to be scientific and precise in infant care products, special formula and other aspects.

According to CBNData, about 80% of pregnant women have bought or plan to buy special formula, with high whey protein content and anti-constipation effect as their main demands.

Competitors Landscape

Competitors Landscape

| Brand Name |  |  |
|-------------|--|---|
| Owned Media |     |     |
| Paid Media |        |    |
| Highpoint | <ul style="list-style-type: none"> • 抖音平台活跃，抖音话题6000万次以上播放量，抖音带货频率至少一月一次，稳定输出 • 主打成分，口感，喂养经验 • 对比型博文曝光量和互动率最高 | <ul style="list-style-type: none"> • 代言人刘畊宏爆红，新增粉丝多 • 主打吸收，双益组合，成分，口感，喂养经验 |
| Problems | <ul style="list-style-type: none"> • 近期用户反馈较差，蓝河奶粉价格上调并且因疫情原因缺货严重 | |

Paid Media Overview

Video



iQiyi
爱奇艺



MangoTV
芒果TV

Display



Today
今日头条



Baidu Feed
百度信息流



Meet You
美柚

Social



WeChat
微信



Weibo
微博



Douyin
抖音

Search



Destination

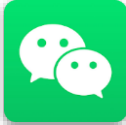
Tmall Voucher



Tmall Store



JD Store



WeChat
Brand Hub



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