



WELL CARED FOR

Category Review with Fragrances & Botanicals for Baby Care Products

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for Baby Care Products

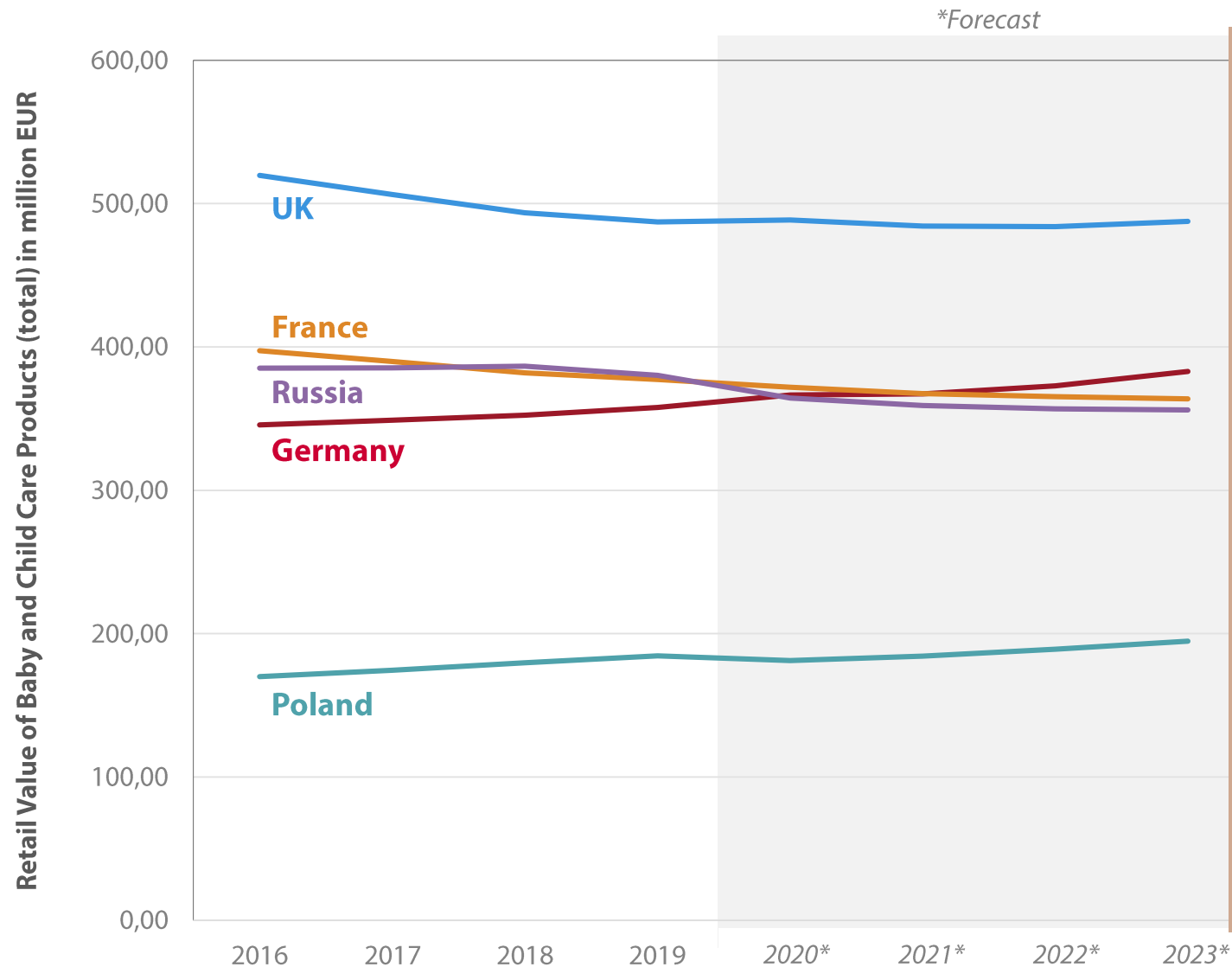


A photograph of a wicker basket filled with baby care items. In the foreground, a large white towel is draped over the side of the basket. Inside the basket, there is a small green plush elephant toy, a pair of blue socks, and several bottles of baby lotion or soap. The background is softly blurred, showing a window with light streaming through. A semi-transparent brown banner with white text is overlaid across the middle of the image.

I. CATEGORY REVIEW BABY CARE

Sales Performance Baby and Child Care Products

Selected Countries



With **approx. 487.3 million EUR** in 2019, the highest annual turnover with baby and child care products is generated in the **UK**. However, the general market development trend is declining or stagnating.

France, Russia and **Germany** will be approaching a similar turnover level of approx. **370 million EUR** within the next years.

Further **market growth** is expected in **Germany** and **Poland** in the near future.

Baby and Child Care Sales by Subcategory

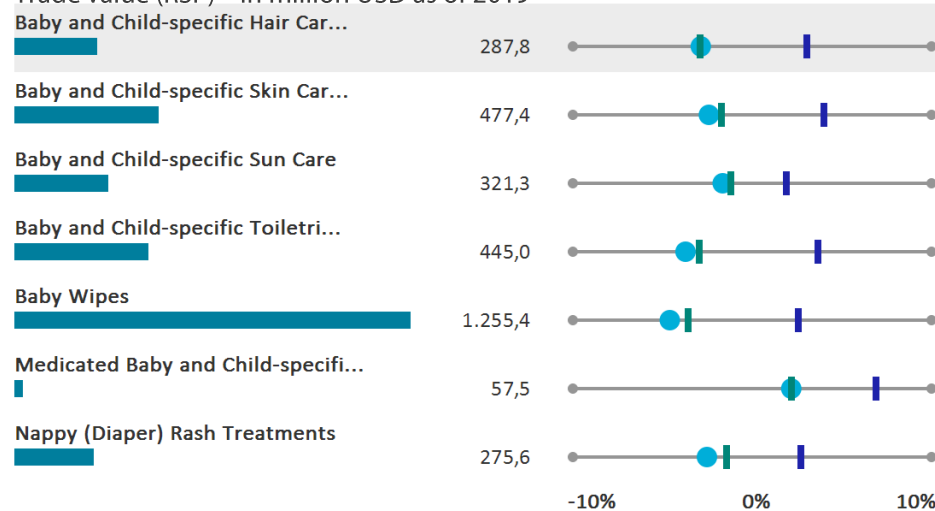
Western / Eastern Europe

Wet wipes represent the largest sub-category, both in Western and Eastern Europe, followed by baby- and child-specific **skin care**.

While currently comparatively small, the sub-category of **medicated baby and child care products** is expected to show the **highest growth rates*** in the next years in both regions.

WESTERN EUROPE: Revenues from Baby and Child Care Products by Subcategory

Trade value (RSP) – in million USD as of 2019



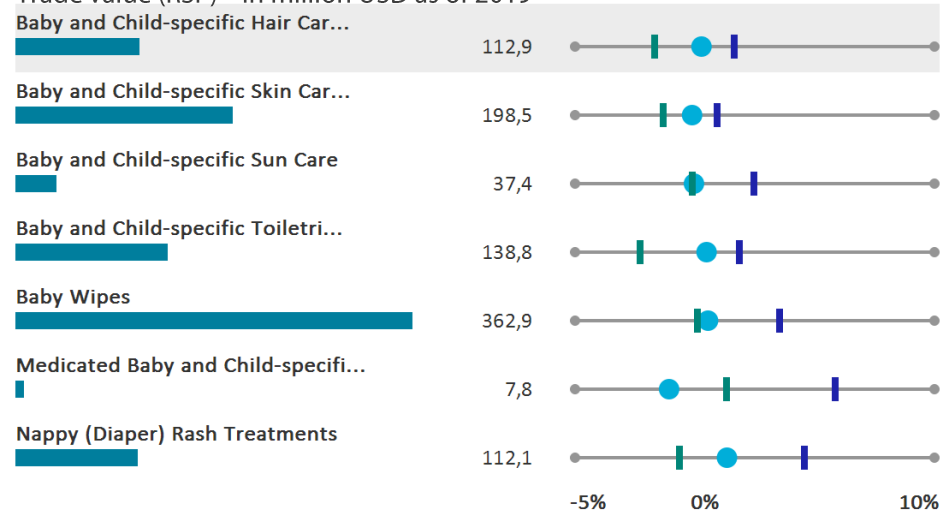
BABY AND CHILD-SPECIFIC PRODUCTS

3.119,8

● CURRENT YEAR % GROWTH
■ % CAGR 2014-2019
■ % CAGR 2019-2024

WESTERN EUROPE: Revenues from Baby and Child Care Products by Subcategory

Trade value (RSP) – in million USD as of 2019



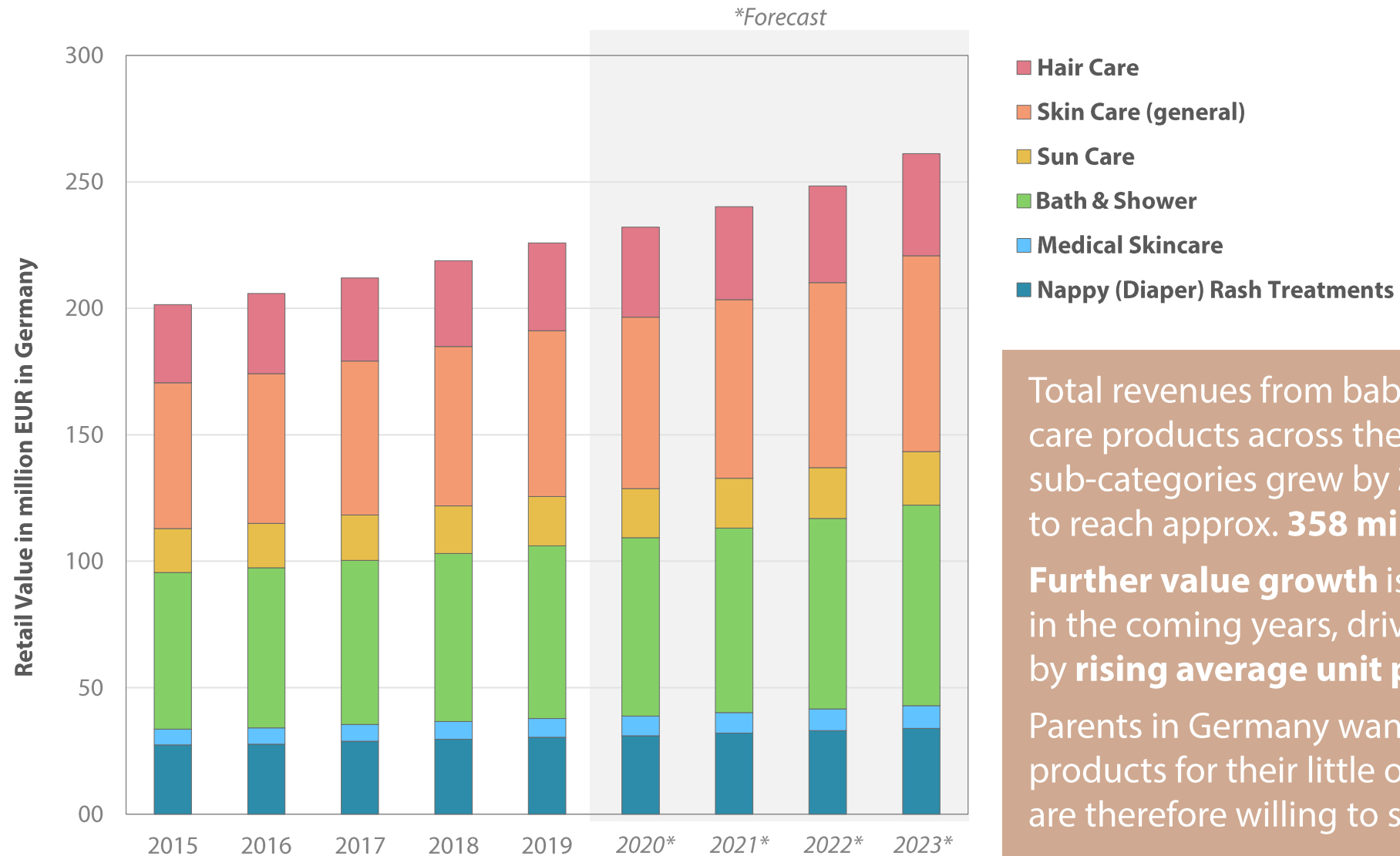
BABY AND CHILD-SPECIFIC PRODUCTS

970,4

● CURRENT YEAR % GROWTH
■ % CAGR 2014-2019
■ % CAGR 2019-2024

Baby and Child Care Sales by Subcategory

Focus on Germany, 2015-2023 (incl. Forecast)



Total revenues from baby and child care products across the various sub-categories grew by **3%** in **2019** to reach approx. **358 million EUR**.

Further value growth is expected in the coming years, driven largely by **rising average unit prices**.

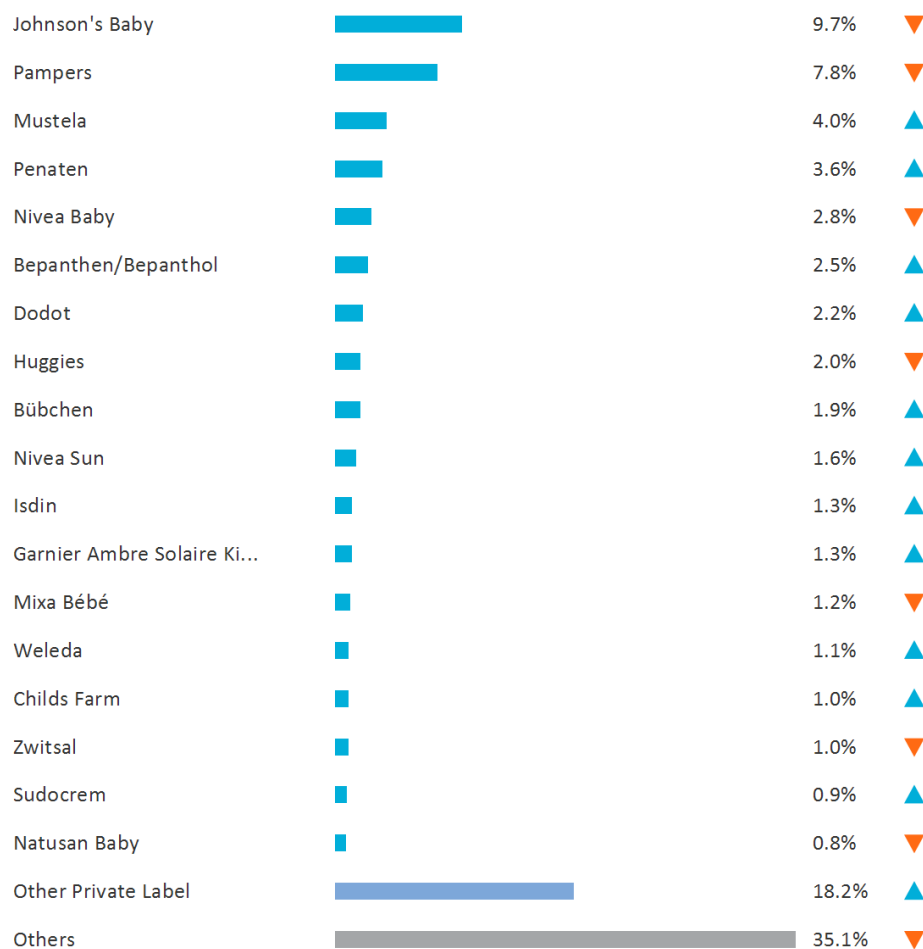
Parents in Germany want high-quality products for their little ones and are therefore willing to spend more.

Leading International Baby and Child Care Brands

Western / Eastern Europe

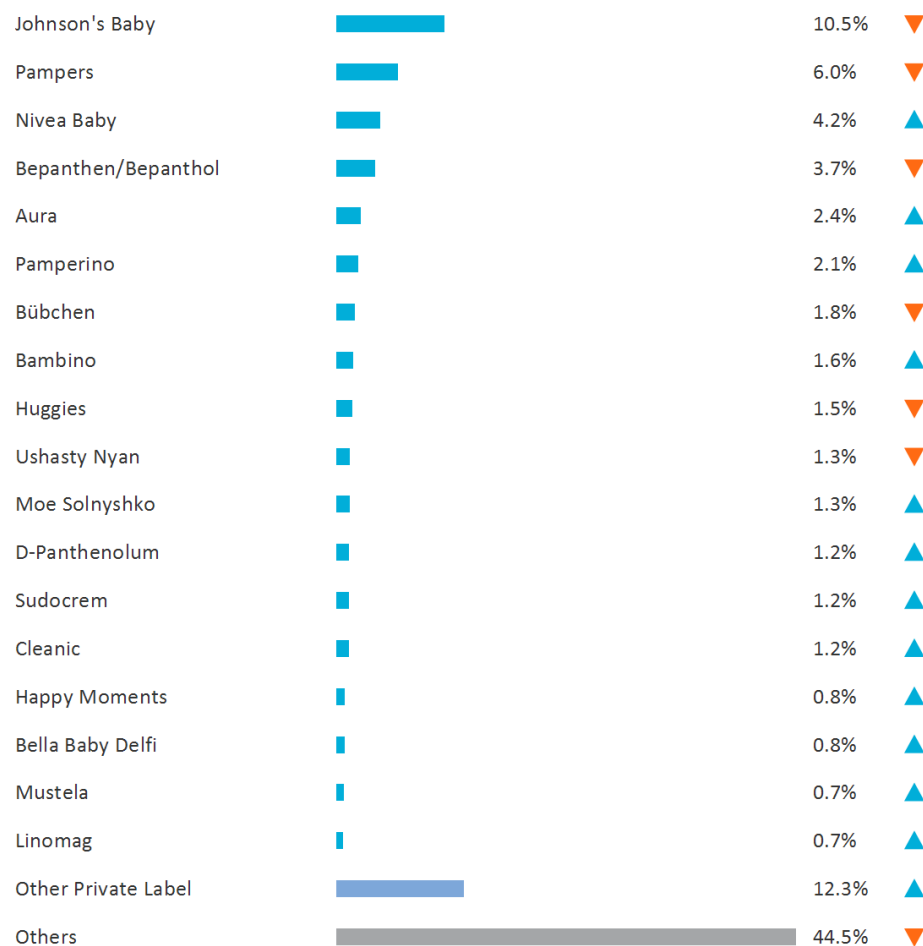
WESTERN EUROPE: Brand Shares of Baby- and Child-specific Products

% Share based on Retail Value (RSP) 2019



EASTERN EUROPE: Brand Shares of Baby- and Child-specific Products

% Share based on Retail Value (RSP) 2019



5-year trend: ▲ increasing share ▼ decreasing share

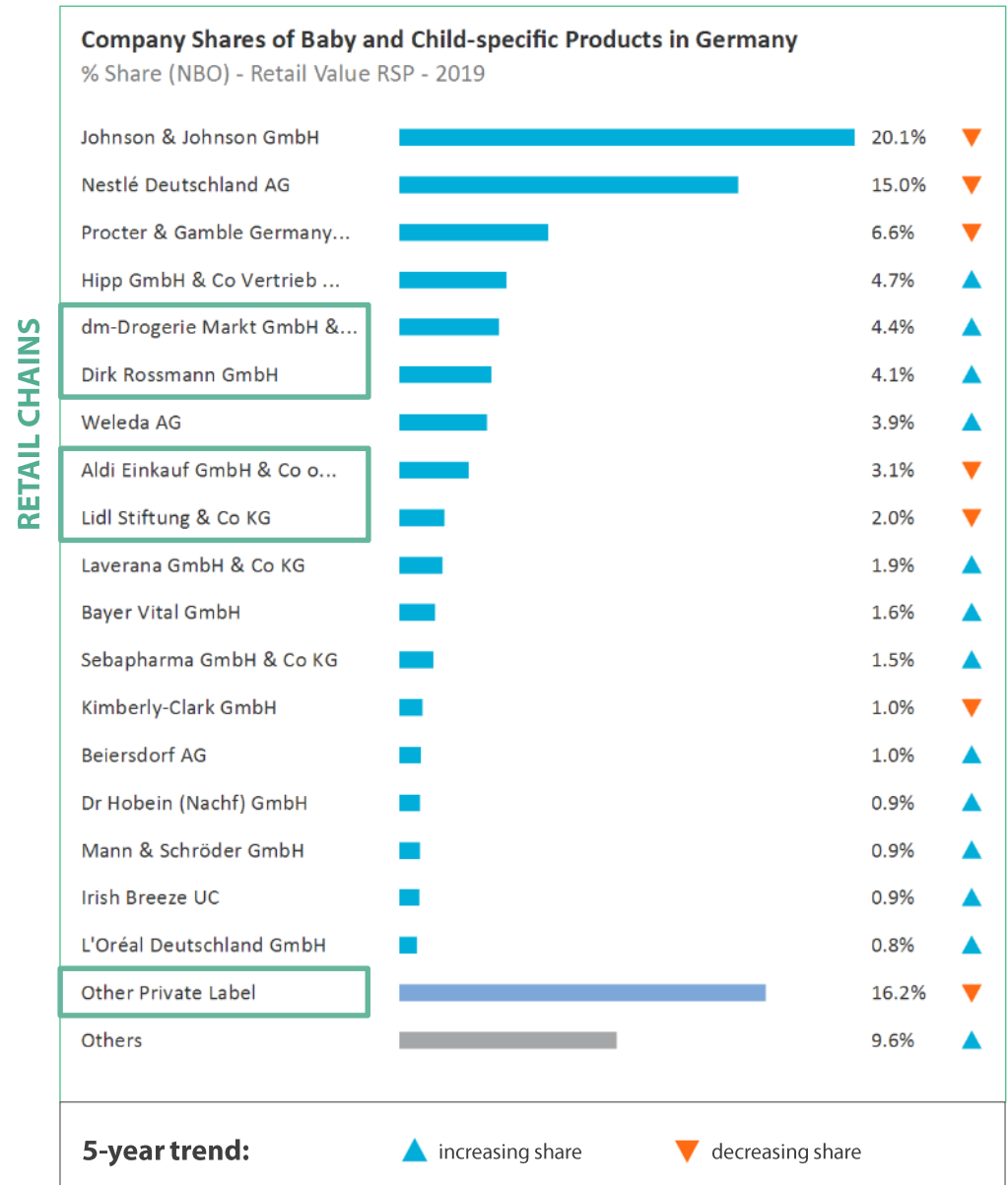
Leading Companies for Baby and Child Care Products

Focus on Germany

Four categories of top 10 companies:

- 1. International Corporations**
(Johnson & Johnson, Nestlé, Procter & Gamble)
- 2. European Baby Product Manufacturer**
(HiPP)
- 3. Retail Chains, incl. Drugstores**
(dm, Rossmann, Aldi, Lidl)
- 4. Natural Cosmetics Manufacturers**
(Weleda, Laverana)

Total Private Label Share: 29.8%
(Retail Chains + Other Private Label)



Leading Brands for Baby and Child Care Products

Focus on Germany



PENATEN continues to be Germany's **best-selling brand**. High brand awareness and loyalty helps Johnson & Johnson's traditional skin care brand to dominate **1/5 of the market**. However, the 5-year trend of the brand's market share is decreasing.



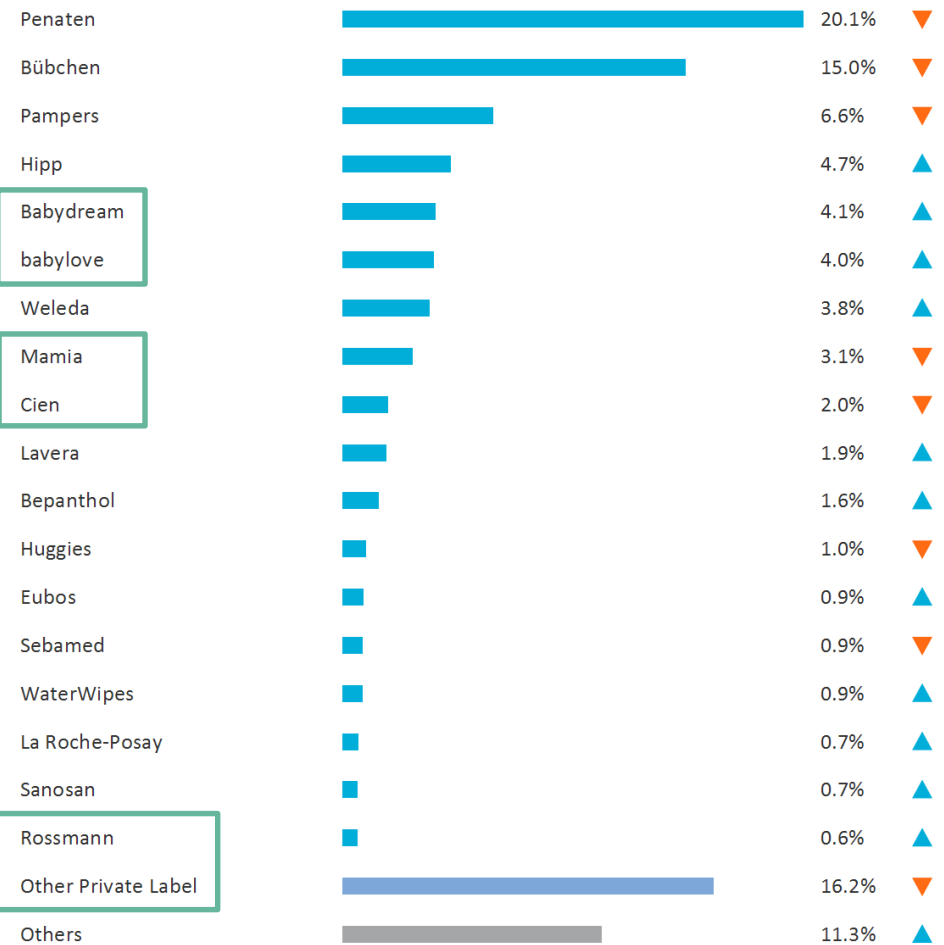
Alongside established international brands, some **German retail brands** are among the top 10.

Retail and private label brands account for a combined market share of **30%**.

RETAIL CHAINS

Brand Shares of Baby and Child-specific Products in Germany

% Share (LBN) - Retail Value RSP - 2019



5-year trend:

▲ increasing share

▼ decreasing share

A still life composition featuring a teddy bear in a tissue basket, baby bottles, and toys. The teddy bear is brown with a blue bow tie, sitting in a grey woven basket filled with white tissues. To the right are two light blue baby bottles, one with a pump dispenser and one with a screw cap. In the foreground, there is a wooden giraffe-shaped toy and a wooden rattle with bells. The background is a soft, warm-toned wall.

II. CURRENT TRENDS & MARKET PRODUCTS

General Product Trends for Baby Care – Focus on Germany

- 1. Positive market development thanks to rising unit prices**
→ consumers look for high-quality products, and are therefore willing to spend more on premium products for babies/children under 2 years of age
- 2. Retail brands have a strong market position**, esp. dm babylove and Rossmann Babydream
→ high consumer trust in quality and safety of the products; good price-performance ratio
- 3. Trend towards certified natural and organic cosmetics**, esp. Weleda und Lavera
- 4. Medicated skin care / dermocosmetics** are in demand
→ e.g. Sebamed, La Roche-Posay, Eucerin with single with individual products or whole product lines specifically for babies
- 5. Official seals confirm products' safety and skin-friendliness**
→ e.g. Allergy Certified or Dermatest
- 6. "Extra/Ultra Sensitive" claim** found increasingly on products

Typical Baby Care Scents in Germany

Typical Baby Care Scents – Soft and Cosmetic

→ many fragrances are rather non-specific, ranging from soft and subtle to creamy and cosmetic olfactory profiles (e.g. "sweet cotton")

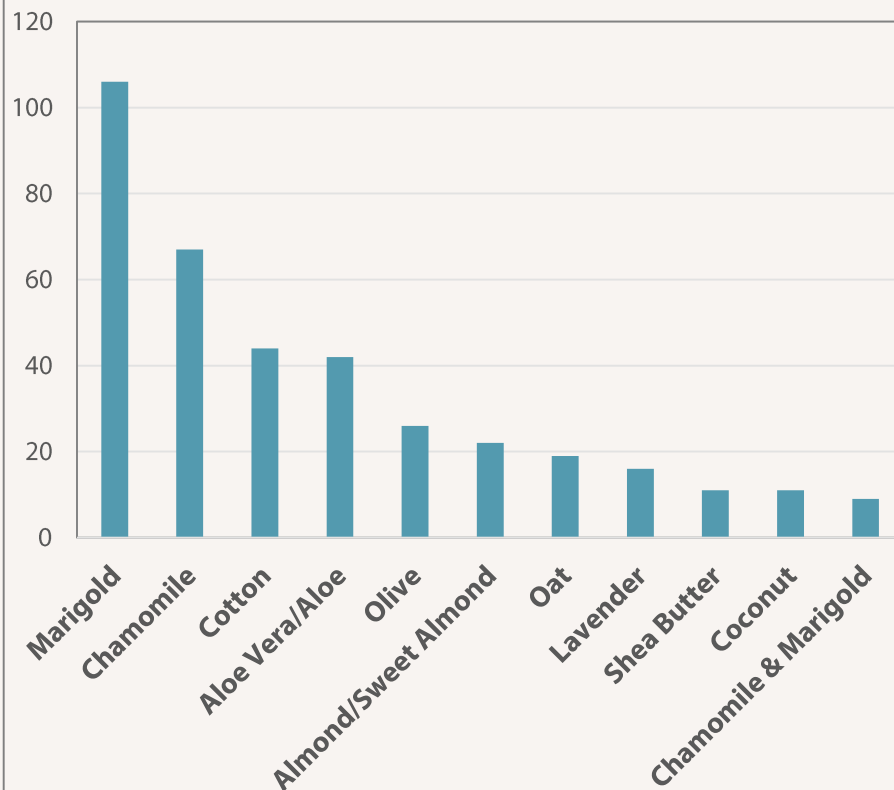
Fragrances Inspired by Plants that Are Common for Baby Care

→ chamomile, marigold/calendula, (sweet) almond, lavender (good night baths) and sometimes also fruity notes (e.g. apple) can be found in market products

Top Fragrances Claimed on New Products 2018-2020

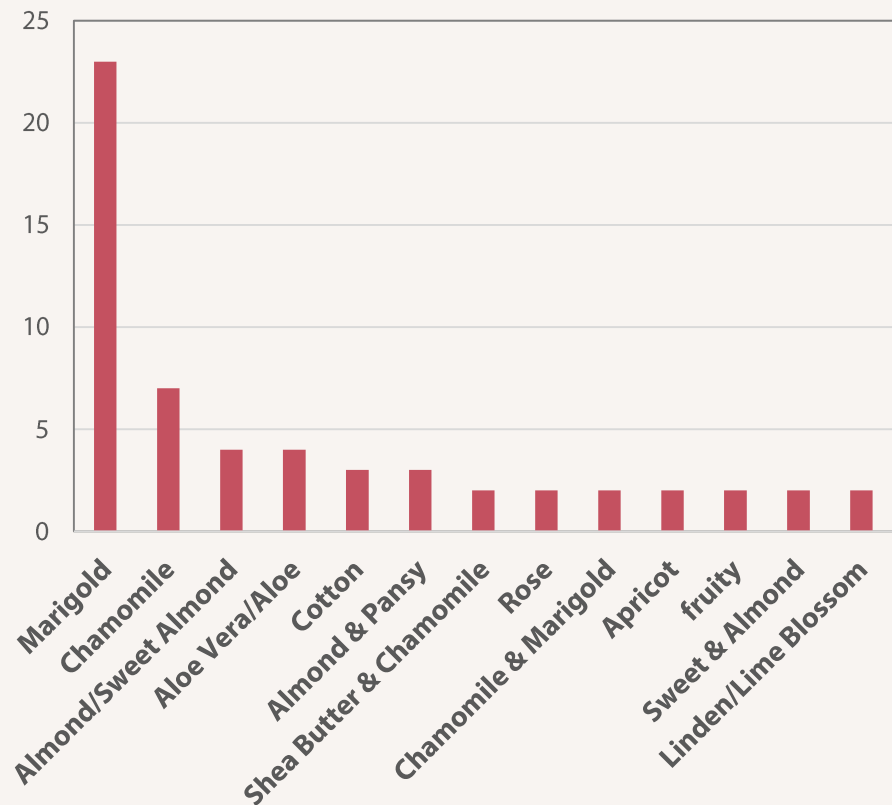
WHOLE OF EUROPE

Most Frequently Claimed Fragrances on New Products in the Baby Care Segment 2018-2020
(excl. unscented und "not specified")



GERMANY

Most Frequently Claimed Fragrances on New Products in the Baby Care Segment 2018-2020
(excl. unscented und "not specified")



Medical Skin Care for Babies – Market Examples



baby care series with pro-vitamin B5 and natural shea butter



sun protection lotion for sensitive baby skin, for face and body, SPF 50+



baby care series with calendula (marigold extract)

Private Label Market Examples – dm babylove



dm's baby care products promise "**gentle cleansing & care**".

The "**Ultra Sensitive**" line is suitable for particularly sensitive skin.

Classic fragrances and **natural ingredients** such as chamomile extract, almond oil or lavender oil complement formulations and are used for claiming.

Private Label Market Examples – Rossmann Babydream



Rossmann offers a wide range of baby care products under its own brand "Babydream" – ranging from standard skin care products to an **"extra sensitive"** line to **medical skin care** and **certified natural cosmetics**.

A photograph of a woman with long, wavy brown hair kissing a baby on the cheek. The baby has blue eyes and is wearing a white shirt. The woman is wearing a light blue top and grey pants. The background is a light-colored wooden wall.

III. BELLS FRAGRANCES & BOTANICALS

for Baby Care Products

Our Fragrance Collection: Market-Oriented and “Typically Baby”

- focus on **typical baby fragrances** which olfactorily convey the feeling of gentle cleansing & care
- **classic and modern baby care notes** that are state-of-the-art in terms of the current market situation
- all fragrance proposals are equally suitable for **surfactant applications** (bath additives, shower, shampoo, wash gel etc.) and **skin creams/lotions**
- one **hypoallergenic perfume oil** which is completely allergen-free
- **matching botanical extract recommendations** to add in the end product’s formulation and for claiming





*ideal for a
rich, nourishing
skin cream*

6100346

MILD & SOFTCARE

Top: aldehydic, floral-citric, bergamot

Heart: herbal, floral, lavender, rose, lily of the valley

Base: woody, ambery, sweet, cedar, patchouli,
ambergris, tonka





*ideal for
sensitive products
(hypoallergenic perfume oil)*

6800303 HYPOCARE

Top: fruity, lively, strawberry

Heart: floral, lily of the valley, rose

Base: balsamic, powdery, musk, vanilla





*ideal for
sophisticated
baby care*



6600436
BABY MUSK

Top: jasmine petals

Heart: creamy musk

Base: sandalwood





6101513
BLUE CHAMOMILLE

Top: fruity, pineapple

Heart: herbal, floral, chamomile blossom

Base: balsamic, powdery, musk, moss





6600610

SOOTHING CALENDULA DREAM

Top: sparkling, mandarin

Heart: floral, calendula, honey

Base: balsamic, powdery, patchouli,
musk, sandalwood





*ideal for a
“Good Night”
bath additive*

6101628

SOFT LAVENDER DELIGHT

Top: fresh, rosemary

Heart: herbal, floral, lavender

Base: woody, moss, musk, patchouli





6101633 CREAMY LILY

Top: fresh, floral-green

Heart: floral, lily, rose, freesia

Base: soft, creamy, balsamic, sandalwood





*ideal for
premium
baby care*

6101071 ABIERCE

Top: lavender

Heart: moss, cedarwood

Base: musk, sandalwood



Botanical Extracts for Baby Care Products



CHAMOMILLE

0486779
**Chamomile Extract
Gly (org)**

2340328
**Chamomile Dust
Extract (org) A**



ALOE VERA

0487004
**Botanical Aloe Gly
(org)**

0486050
Botanical Aloe A



COTTON

0487823
**Cotton Wool - Inf.
O.S.**



MARIGOLD

0485451
**Botanical Marigold
Gly**

0487080
**Marigold Extract A
(org)**



LAVENDER

0488260
**Botanical Lavender
Gly**

0485687
**Lavender Flower
Extract A (org)**



ALMOND

0486262
**Botanical Almond
Gly**

0485311
Almond Milk A (org)

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