



WORLDANEL BABY

BABY SHOPPER EVOLUTION AND CONSUMPTION ANALYSIS



A REMINDER OF WHAT WE ARE WORKING WITH.



METHODOLOGY USED

- Analysis looks at individual baby shopper levels
- Identifying to the nearest month the age of the Baby 0-36 months.
- Calculating the average consumption rate each month based on inter purchase interval.
- Monitoring when brand and IMF stage switch events occur.

BABY #1 = 4 Months



22 days /
2 kg



91 gm per day



BABY #1 = 5 Months

20 Days /
2 kg

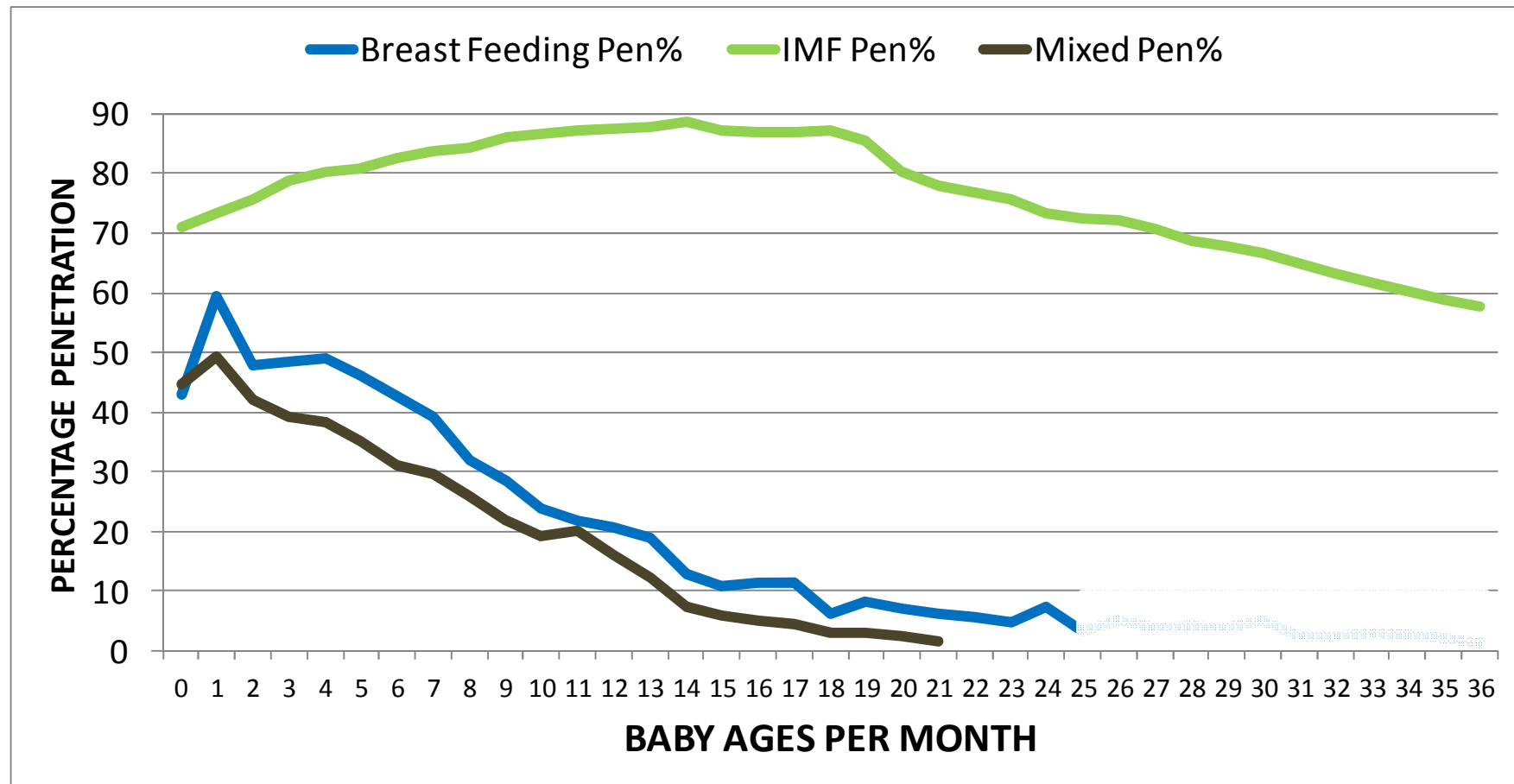


100 gm per day



PENETRATION OF FEEDING TYPES

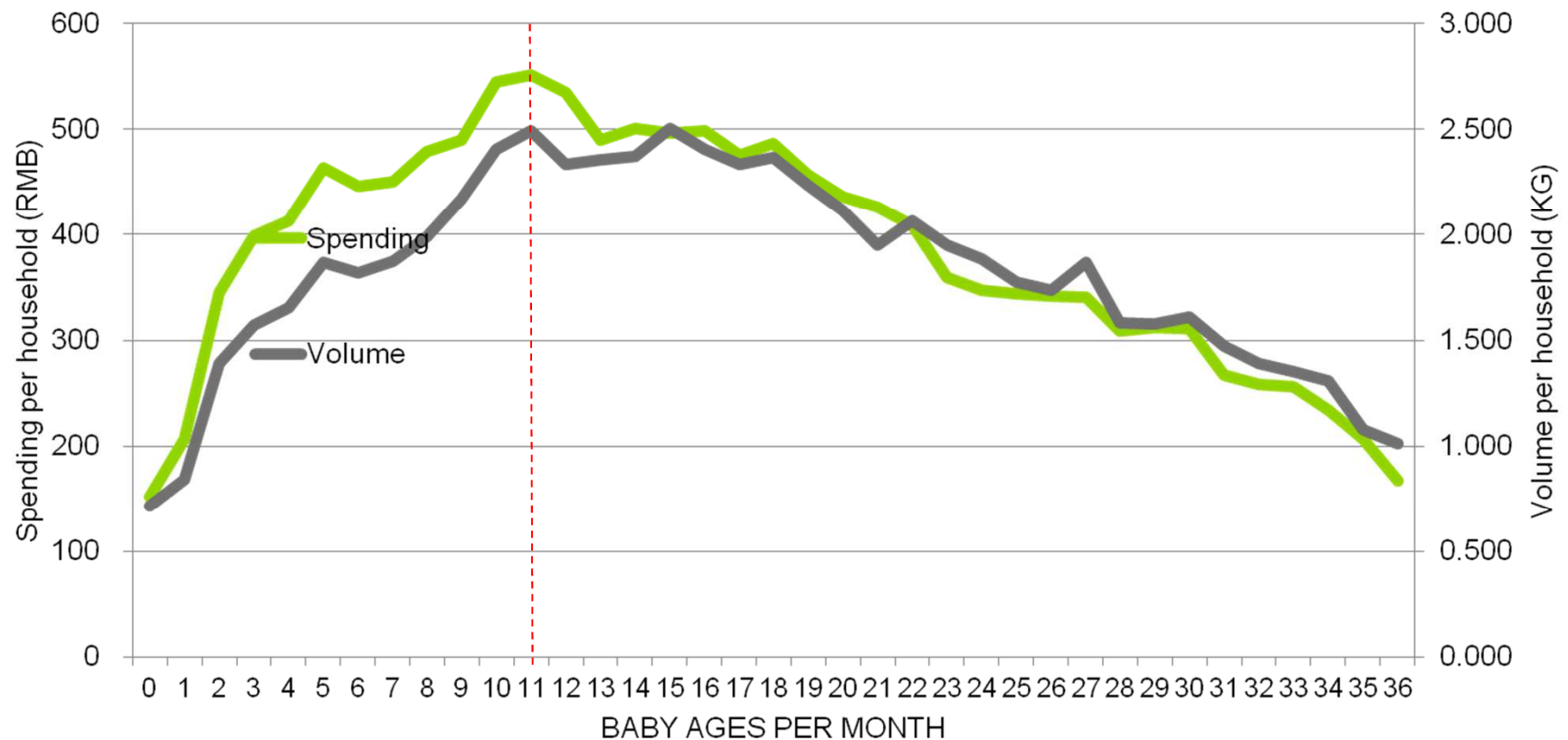
IMF penetration peaks around 15 months and then slowly declines as a child gets older. Breast Feeding penetration declines a lot earlier.



Base = total universe

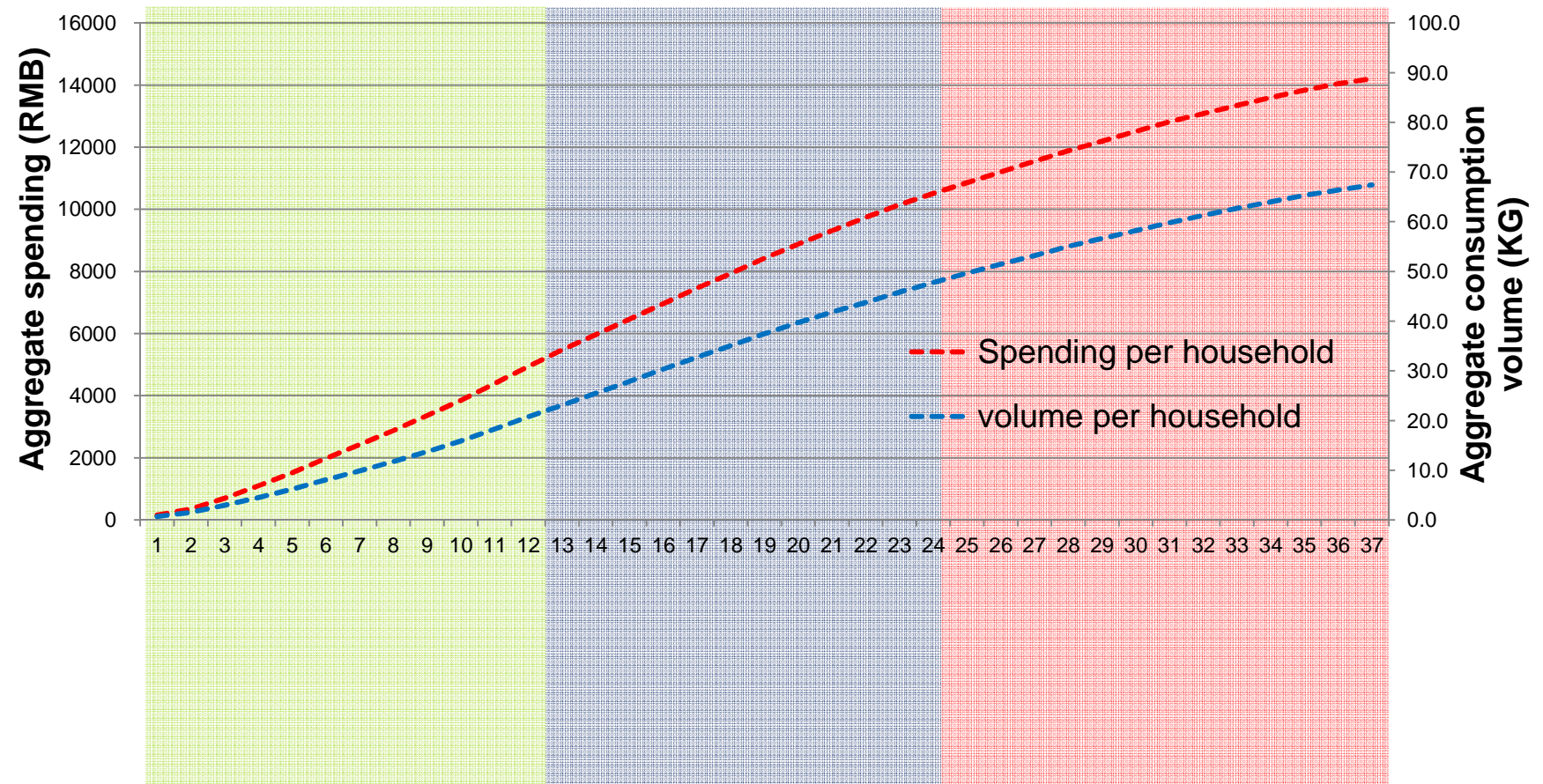
ESTIMATED CONSUMPTION PER HOUSEHOLD AS A BABY AGES

Total spend on the IMF category peaks at 11 months and then slowly declines as a baby ages.



Base = total universe

CUMULATIVE BABY SHOPPER VALUE – ON AVERAGE BETWEEN 12K – 14K RMB OVER THREE YEARS!





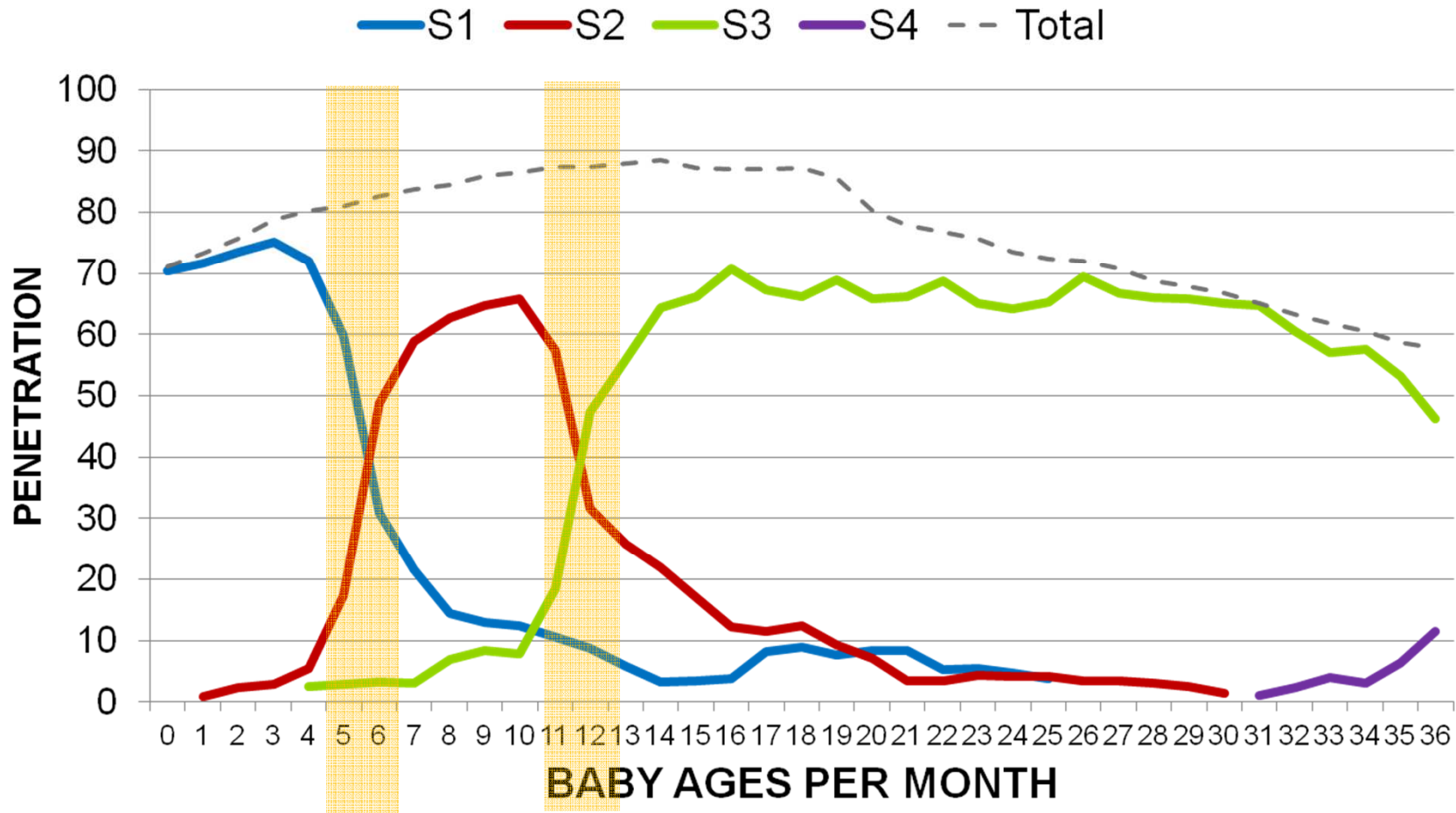
Stage Study

Time to switch stage – Identifying by Baby age month when stage switches start and finish.

Time to switch brand – are there opportunities at different baby ages for shoppers to switch brand more frequently.

IMF STAGE BUYERS PENETRATION BY AGE

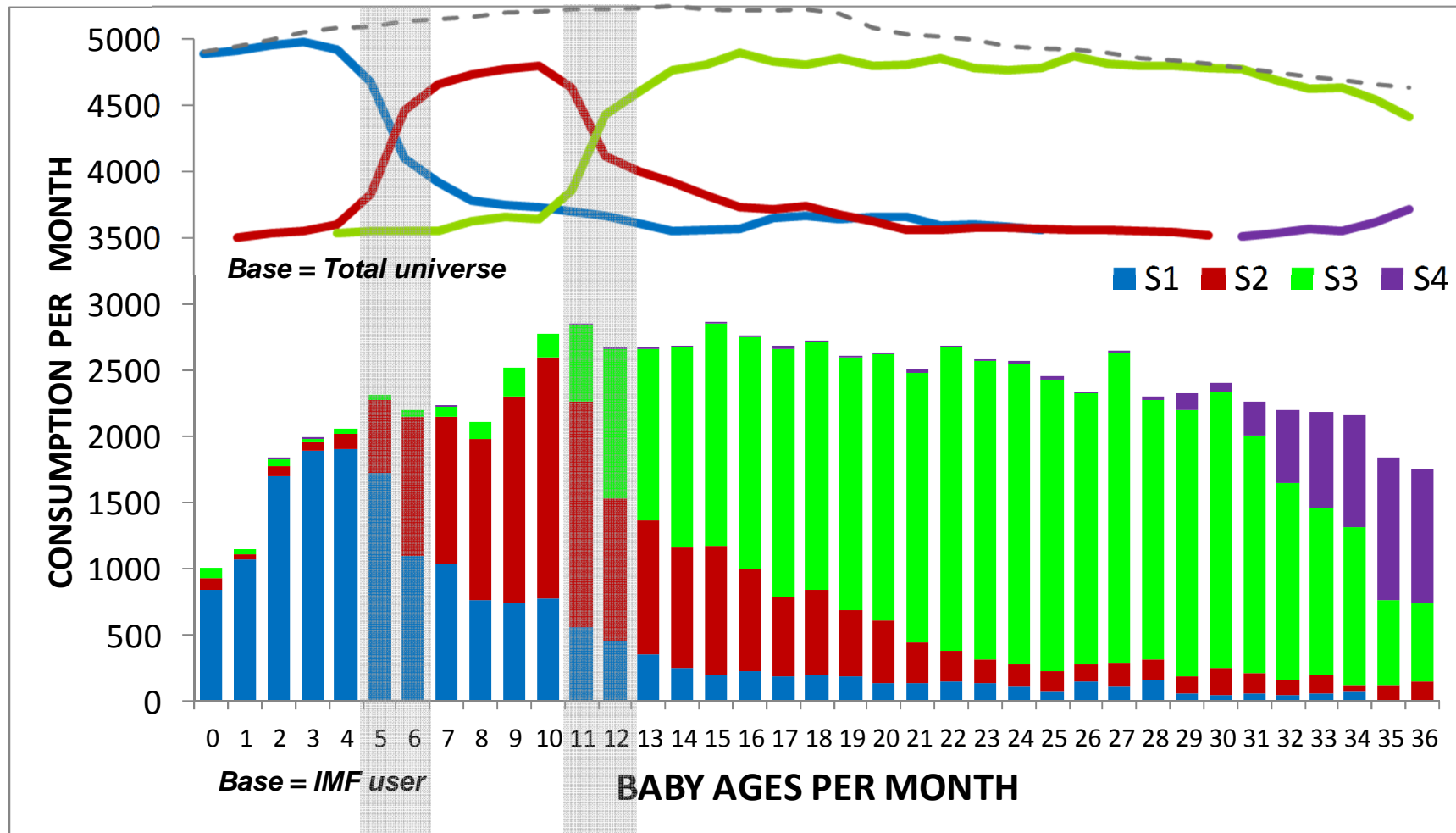
We can see the key transition phases at 5-7 months and 11-13 months.



Base = total universe

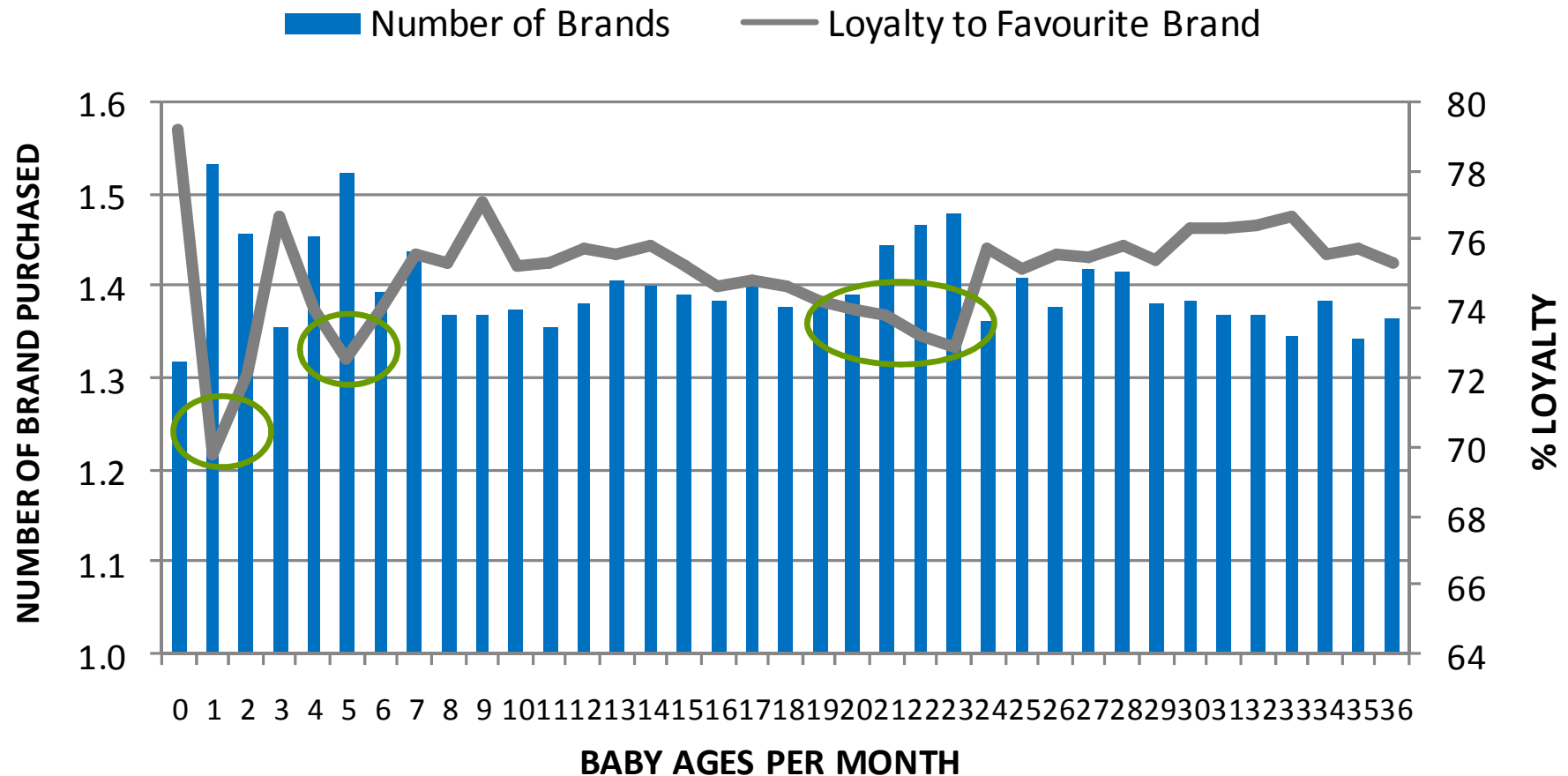
CATEGORY PURCHASE EVOLUTION

Same transition displayed in IMF consumption per month.



NUMBER OF BRANDS USED/LOYALTY % TO MAIN CATEGORY BRAND

There are three windows for increased levels of brand switching which a brand can target.

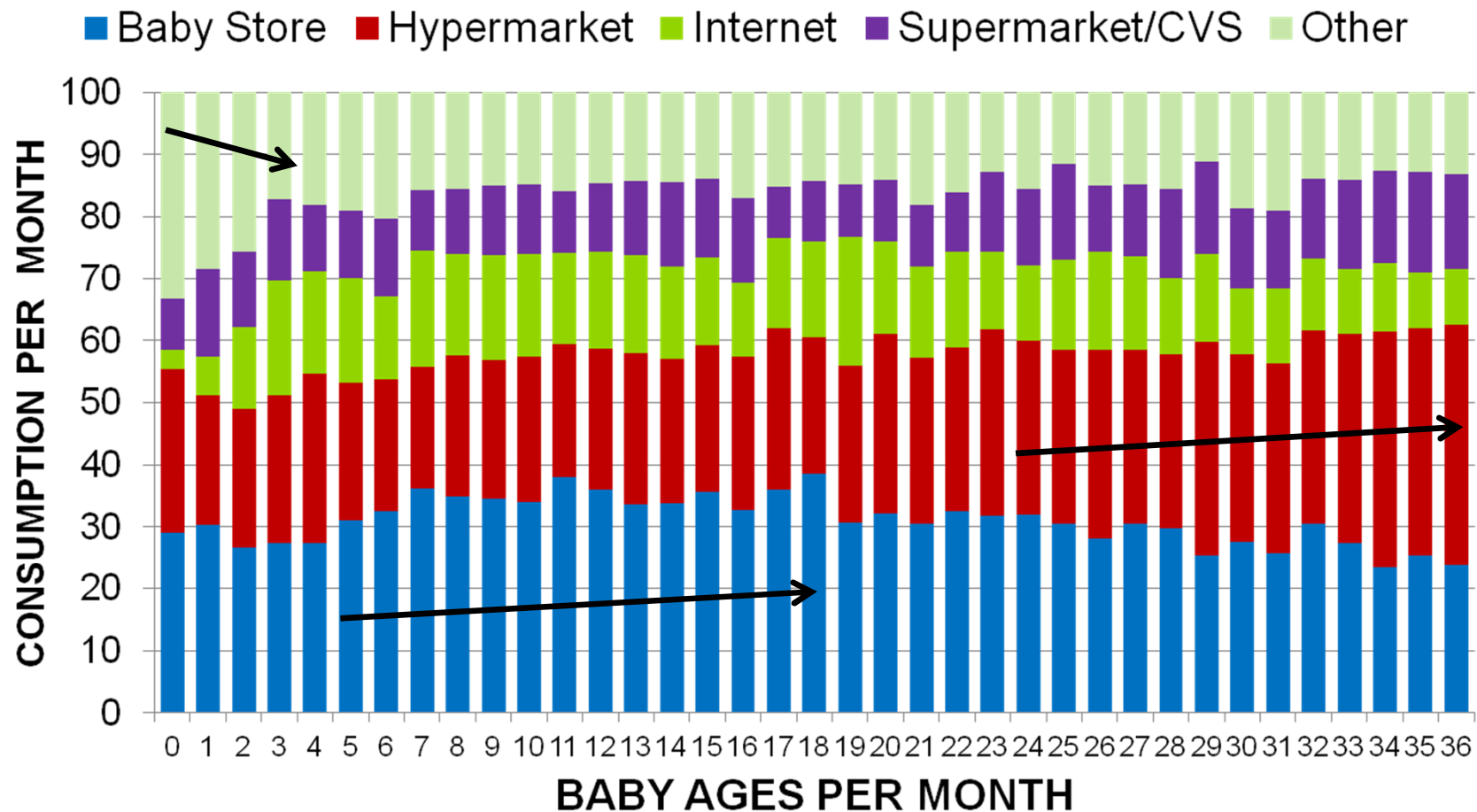


Channel Study

Time to switch store – Identifying by Baby age month when switches in channel choice occur.

CATEGORY PURCHASE EVOLUTION

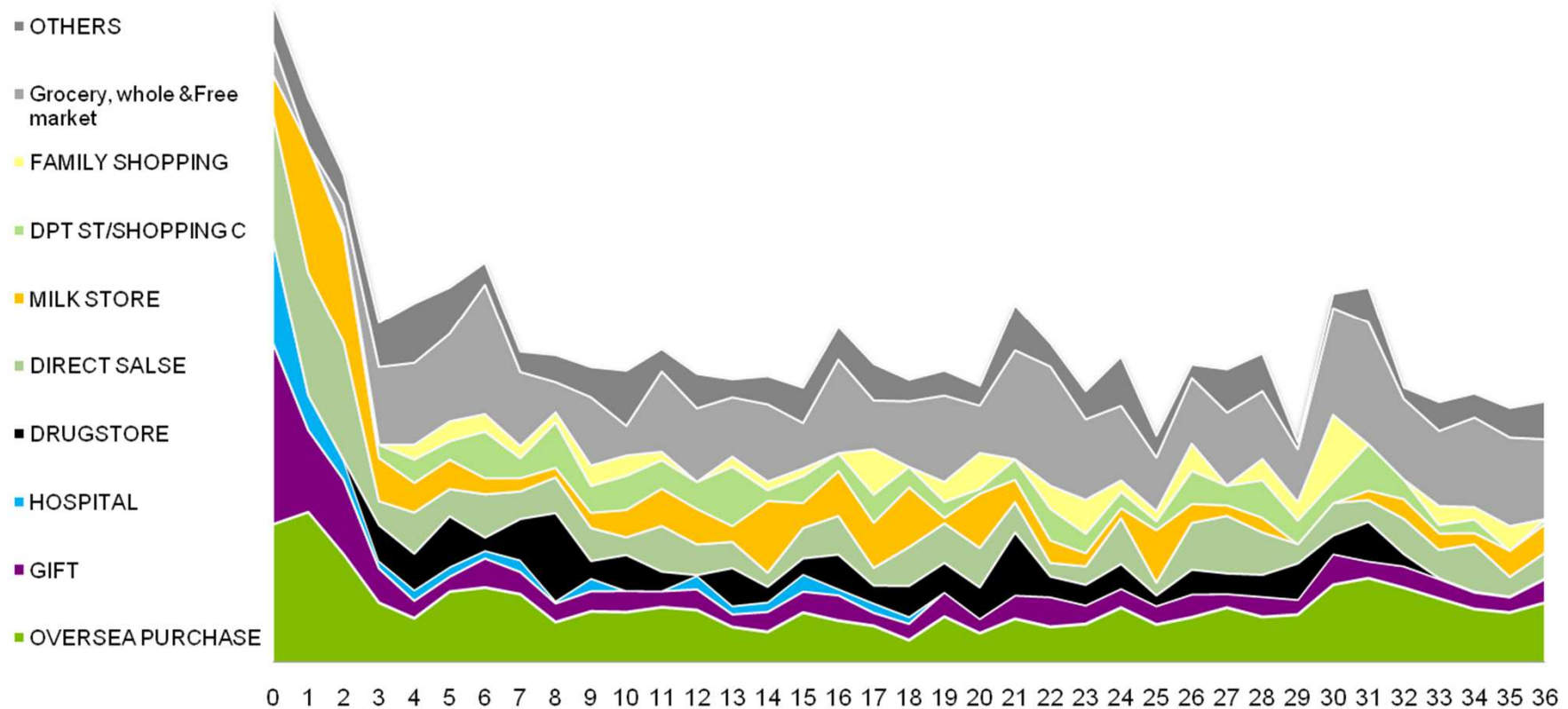
'Others' important early in a babies life, focus then switches to Baby Stores (7-18 months) and after 24 months more consumption from Hypers



Base = IMF volume

CATEGORY PURCHASE EVOLUTION – OTHER STORES ONLY

Overseas purchase, Gifting and hospital are more important channels in the first month.



Base = IMF volume

Further applications of Evolution analysis.

Aligning events to look at pre and post key behaviour change comparisons.



LIQUID DETERGENT to
LIQUID DETERGENT + SOFTENER



STORE / CHANNEL BEHAVIOUR CHANGE



CONDITIONER to
CONDITIONER + TREATMENT



Speak to us...