



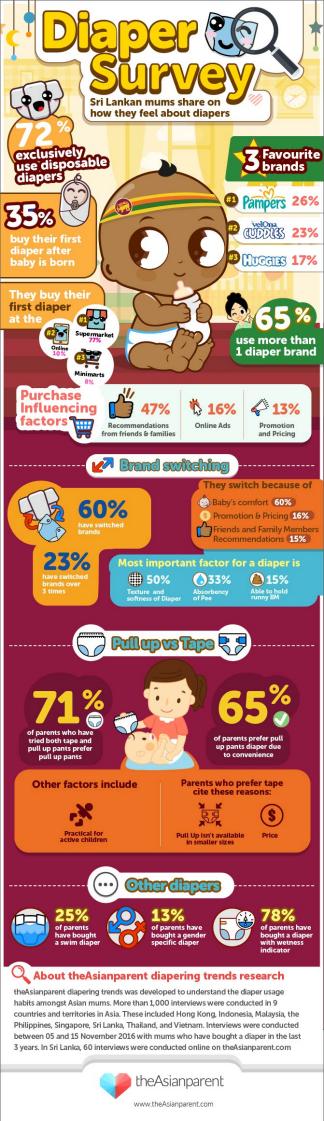


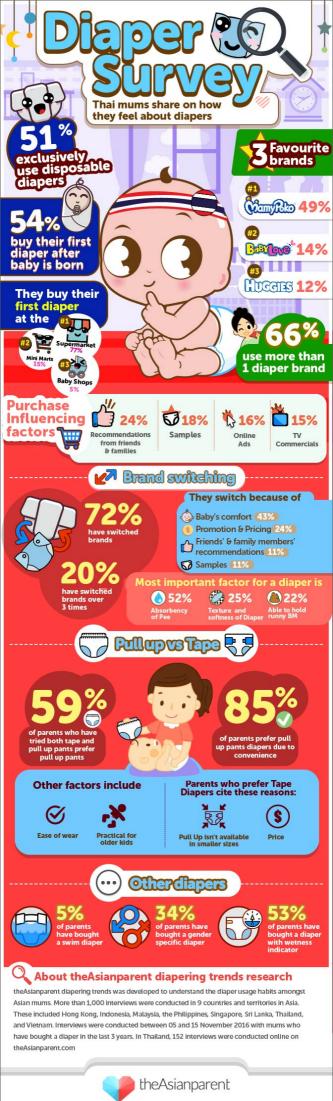


About the Asian parent diapering trends research

theAsianparent diapering trends was developed to understand the diaper usage habits amongst Asian mums. More than 1,000 interviews were conducted in 9 countries and territories in Asia. These included Hong Kong, Indonesia, Malaysia, the Philippines, Singapore, Sri Lanka, Thailand, and Vietnam. Interviews were conducted between 05 and 15 November 2016 with mums who have bought a diaper in the last 3 years. In Vietnam, 65 interviews were conducted online on the Asian parent.com









They buy their first diaper at the





use more than 1 diaper brand

Merries







15%



16%



Brand switching

They switch because of 👶 Baby's comfort (40%) Promotion & Pricing 27% Friends & Family Members Recommendations 12%

Samples 12%

nt factor for a diaper is Most impo

639%

37%

23% Able to hold runny BM





Other factors include







··· Other diapers







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Baby's comfort 54% Promotion & Pricing 17%

Friends and Family Members Recommendations 14%

Most imp **6** 53%

∰ 23%

16% Able to hold runny BM







Other factors include



Pull Up isn't availab in smaller sizes





Other diapers







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Other factors include



witched to Pants as baby grew

Baby learnt how to remove tape

Parents who prefer tape cite these reasons:



Other di







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Promotion & Pricing 29% Friends and Family Members Recommendations 11%

()49%

Most important factor for a diaper is

They switch because of Baby's comfort 39%

16% Able to hold runny BM







Other factors include

Pull Up not available in smaller sizes





Good for Potty training

Otherdi







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