

# Diaper Survey

Viet mums share on how they feel about diapers

**74%**  
exclusively use disposable diapers

**4** Favourite brands

#1 **HUGGIES** 40%

#2 **Pampers** 17%

#3 **MamyPoko** 15%  
**Merries**

**38%**  
buy their first diaper less than a month before delivery

They buy their first diaper at the



**69%**  
use more than 1 diaper brand

**Purchase Influencing factors**



**30%**

Recommendations from friends & families



**22%**

Samples



**21%**

Online Ads

## Brand switching



**92%**  
have switched brands

**43%**  
have switched brands over 3 times

They switch because of

- Baby's comfort **52%**
- Promotion & Pricing **18%**
- Friends and Family Members Recommendations **11%**

Most important factor for a diaper is



**50%**

Texture and softness of Diaper



**47%**

Absorbency of Pee



**3%**

Able to hold runny BM



## Pull up vs Tape



**71%**

of parents who have tried both tape and pull up pants prefer pull up pants diapers



**65%**

of parents prefer pull up pants diaper due to convenience

Other factors include



Wear Pull Up Pants out



Usability

Parents who prefer tape diapers cite these reasons:



Price



## Other diapers



**15%**  
of parents have bought a swim diaper



**43%**  
of parents have bought a gender specific diaper



**38%**  
of parents have bought a diaper with wetness indicator

## About theAsianparent diapering trends research

theAsianparent diapering trends research 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 theAsianparent.com



theAsianparent

www.theAsianparent.com

# Diaper Survey

Sri Lankan mums share on how they feel about diapers

**72%**  
exclusively use disposable diapers

**3 Favourite brands**

#1 **Pampers** 26%

#2 **velona CUDDLES** 23%

#3 **HUGGIES** 17%

**35%**  
buy their first diaper after baby is born

They buy their first diaper at the



**65%**  
use more than 1 diaper brand

**Purchase Influencing factors**

**47%**  
Recommendations from friends & families

**16%**  
Online Ads

**13%**  
Promotion and Pricing

## Brand switching



**60%**  
have switched brands

**23%**  
have switched brands over 3 times

They switch because of

Baby's comfort **60%**

Promotion & Pricing **16%**

Friends and Family Members Recommendations **15%**

**Most important factor for a diaper is**

**50%**  
Texture and softness of Diaper

**33%**  
Absorbency of Pee

**15%**  
Able to hold runny BM



## Pull up vs Tape



**71%**

of parents who have tried both tape and pull up pants prefer pull up pants

**65%**

of parents prefer pull up pants diaper due to convenience

**Other factors include**

**Practical for active children**

**Parents who prefer tape cite these reasons:**

**Pull Up isn't available in smaller sizes**

**Price**



## Other diapers



**25%**  
of parents have bought a swim diaper



**13%**  
of parents have bought a gender specific diaper



**78%**  
of parents have bought a diaper with wetness indicator

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theAsianparent

[www.theAsianparent.com](http://www.theAsianparent.com)



# Diaper Survey

Thai mums share on how they feel about diapers

**51%**

exclusively use disposable diapers

**54%**

buy their first diaper after baby is born

They buy their first diaper at the



**3** Favourite brands

#1 **MamyPoko** 49%

#2 **BaByLove** 14%

#3 **HUGGIES** 12%

**66%**

use more than 1 diaper brand

**Purchase Influencing factors**



**24%**

Recommendations from friends & families



**18%**

Samples



**16%**

Online Ads



**15%**

TV Commercials



**Brand switching**



**72%**

have switched brands

**20%**

have switched brands over 3 times

They switch because of

- Baby's comfort **43%**
- Promotion & Pricing **24%**
- Friends' & family members' recommendations **11%**
- Samples **11%**

**Most important factor for a diaper is**

**52%**  
Absorbency of Pee

**25%**  
Texture and softness of Diaper

**22%**  
Able to hold runny BM



**Pull up vs Tape**



**59%**

of parents who have tried both tape and pull up pants prefer pull up pants

**85%**

of parents prefer pull up pants diapers due to convenience

**Other factors include**



Ease of wear



Practical for older kids

**Parents who prefer Tape Diapers cite these reasons:**



Pull Up isn't available in smaller sizes



Price



**Other diapers**



**5%**

of parents have bought a swim diaper



**34%**

of parents have bought a gender specific diaper



**53%**

of parents have bought a diaper with wetness indicator

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# Diaper Survey

Singaporean mums share on how they feel about diapers

**88%**

exclusively use disposable diapers

**3 Favourite brands**

#1 **MamyPoko** 20%

#2 **HUGGIES** 17%

#3 **Merries** 16%

**36%**

buy their first diaper after baby is born



They buy their first diaper at the



**62%**

use more than 1 diaper brand

**Purchase Influencing factors**



**37%**

Recommendations from friends & families



**25%**

Promotion and pricing



**15%**

Online ads



**14%**

Samples

## Brand switching



**71%**

have switched brands

**29%**

have switched brands over 3 times

They switch because of

- Baby's comfort 40%
- Promotion & Pricing 27%
- Friends & Family Members Recommendations 12%
- Samples 12%

Most important factor for a diaper is



**39%**

Absorbency of Pee



**37%**

Texture and softness of Diaper



**23%**

Able to hold runny BM



## Pull up vs Tape



**51%**

of parents who have tried both tape and pull up pants prefer tape diapers



**45%**

of parents prefer tape diapers due to price

Other factors include



Childcare centre's request



Breathability of Tape Diapers

Parents who prefer pull up cite these reasons



Convenience



Good for potty training



## Other diapers



**58%**

of parents have bought a swim diaper



**30%**

of parents have bought a gender specific diaper



**76%**

of parents have bought a diaper with wetness indicator

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# Diaper Survey

Philippines mums share on how they feel about diapers

**72%**

exclusively use disposable diapers

**3 Favourite brands**

#1 **Pampers** 33%

#2 **HUGGIES** 24%

#3 **EQ Dry** 18%

**35%**

buy their first diaper less than 1 month before delivery.

They buy their first diaper at the



**52%**

use more than 1 diaper brand

**Purchase Influencing factors**



**38%**

Recommendations from friends & families



**22%**

TV Commercials



**14%**

Promotion and pricing

## Brand switching



**70%**

have switched brands

**20%**

have switched brands over 3 times

They switch because of

- Baby's comfort **54%**
- Promotion & Pricing **17%**
- Friends and Family Members Recommendations **14%**

Most important factor for a diaper is



**53%**

Absorbency of Pee



**23%**

Texture and softness of Diaper



**16%**

Able to hold runny BM



## Pull up vs Tape



**63%**

of parents who have tried both tape and pull up pants prefer Tape Diapers

**46%**

of parents prefer Tape Diapers due to convenience

Other factors include



Pull Up isn't available in smaller sizes



Price

Parents who prefer Pull Up Pants cite these reasons:



Convenience



## Other diapers



**7%**

of parents have bought a swim diaper



**11%**

of parents have bought a gender specific diaper



**73%**

of parents have bought a diaper with wetness indicator

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# Diaper Survey

Indian mums share on how they feel about diapers

64%

exclusively use disposable diapers

68%

buy their first diaper after baby is born

They buy their first diaper at the

#2 Mini Market 37%

#1 Supermarket 41%

#3 Online 21%

Purchase Influencing factors



40%

Recommendations from friends & families



20%

TV Commercials



11%

Online ads

36%

use more than 1 diaper brand

3 Favourite brands

#1 Pampers 46%

#2 MamyPoko 33%

#3 HUGGIES 16%

## Brand switching



57%

have switched brands

11%

have switched brands over 3 times

They switch because of

- Baby's comfort 62%
- Promotion & Pricing 16%
- Friends and Family Members Recommendations 10%

Most important factor for a diaper is



49%

Texture and softness of Diaper



41%

Absorbency of Pee



9%

Able to hold runny BM



## Pull up vs Tape



75%

of parents who have tried both tape and pull up pants prefer pull up pants

74%

of parents prefer pull up pants diapers due to convenience

Other factors include



Switched to Pants as baby grew



Baby learnt how to remove tape

Parents who prefer tape cite these reasons:



Convenience



## Other diapers



7%

of parents have bought a swim diaper



5%

of parents have bought a gender specific diaper



33%

of parents have bought a diaper with wetness indicator

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theAsianparent

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# Diaper Survey

Indonesian mums share on how they feel about diapers

62%

exclusively use disposable diapers

55%

buy their first diaper after baby is born

They buy their first diaper at the



3 Favourite brands



78%

use more than 1 diaper brand

Purchase Influencing factors



25%

Recommendations from friends & families



25%

Promotion and pricing



14%

TV Commercials



Brand switching



78%

have switched brands

24%

have switched brands over 3 times

They switch because of



Most important factor for a diaper is



56%

Texture and softness of Diaper



34%

Absorbency of Pee



7%

Able to hold runny BM



Pull up vs Tape



83%

of parents who have tried both tape and pull up pants prefer pull up pants

73%

of parents prefer pull up pants diapers due to convenience

Other factors include



Practical for active children

Parents who prefer pull up cite these reasons:



Price



Convenience



Other diapers



3%

of parents have bought a swim diaper



32%

of parents have bought a gender specific diaper



29%

of parents have bought a diaper with wetness indicator

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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 Indonesia, 115 interviews were conducted online on theAsianparent.com



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# Diaper Survey

Malaysian mums share on how they feel about diapers

**75%**  
exclusively use disposable diapers

**3** Favourite brands

**37%**  
buy their first diaper 1-2 months before their baby's delivery

#1 **MamyPoko** 26%

#2 **Drypers** 26%

#3 **HUGGIES** 23%

They buy their first diaper at the



**70%**  
use more than 1 diaper brand

**Purchase Influencing factors**



**30%**

Recommendations from friends & families



**29%**

Promotion and pricing



**15%**

Samples

## Brand switching



**85%**

have switched brands

**39%**

have switched brands over 3 times

They switch because of



Baby's comfort **39%**



Promotion & Pricing **29%**



Friends and Family Members Recommendations **11%**

Most important factor for a diaper is



**49%**

Absorbency of Pee



**31%**

Texture and softness of Diaper



**16%**

Able to hold runny BM



## Pull up vs Tape



**58%**

of parents who have tried both tape and pull up pants prefer tape diapers

**70%**

of parents prefer Tape Diapers due to convenience

Other factors include



Pull Up not available in smaller sizes



Easier to Adjust

Parents who prefer Pull Up Pants cite these reasons:



Convenience



Good for Potty training



## Other diapers



**28%**

of parents have bought a swim diaper



**18%**

of parents have bought a gender specific diaper



**53%**

of parents have bought a diaper with wetness indicator

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