

# CHINA DAILY

中國日報 ASIA WEEKLY February 5-11, 2018

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## COMING OF AGE

China's second-child policy and e-commerce boom are revitalizing the mother-infant industry as brands shift focus to quality

By **YANG HAN** in Hong Kong  
[kelly@chinadailyapac.com](mailto:kelly@chinadailyapac.com)

**T**he second-child market has become the new battlefield for companies in the mother-infant industry, especially when young Chinese parents are willing to provide their babies with the best, regardless of price.

"Brand is the first priority for Chinese consumers when buying mother-infant products," said Vishal Bali, managing director of market research firm Nielsen China. He cited infant milk as an example. According to Nielsen's research, around 55 percent of consumers will first look for the brand name before further researching the suitable ages, ingredients and functions of the product.

"Only 9 percent of consumers will check the price after deciding which brand to go for," he said, adding that over the past five years, consumers have been paying more attention to the health and safety of products, especially related to infant products.

Under the potential demographic dividend brought by China's second-child policy, this ongoing consumption shift is encouraging companies to compete for a better brand image and bigger market share.

In January 2016, more than three decades after implementing the single-child policy to rein in the growth of the country's population, China introduced the universal second-child policy.

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