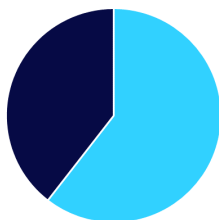


## WHAT'S HAPPENING IN BABY CARE?



Did you know  
**SUSTAINABLE  
PACKAGING** is up  
triple digits in Baby  
Care?

40% OF SALES  
OCCUR ONLINE



ONLINE SHARE  
**+2.4 PTS** YoY

BABY CARE \$  
SALES

**\$18B**

Total US xAOC



WHOLE GRAIN  
FASTEST GROWING  
SEARCH TERM IN  
BABY FOOD

**+2,006%**  
YoY

### FASTEST GROWING IN BABY CARE

Bottle & nipple accessories	+195%
Cradle cap	+74.9%
Breast pumps	+31.7%
Baby skin treatments	+28.2%

### TOP 5 CLAIMS

(based on \$ share)

1. RECYCLABLE
2. HYPOALLERGENIC
3. CONTAINS OMEGA
4. FREE FROM PARABENS
5. CONTAINS MILK

Source: NIQ Total US xAOC L52W ending 1/28/23