

## The First Age: Birth to Three Years Old

**Description:** This Strategy Briefing looks at the global market for baby care products. Despite falling birth rates around the world, the market continues to grow. The report explores the different growth rates in twelve major markets. Mature markets show high per capita spend but low growth, whereas emerging markets show rapid growth rates but relatively low per capita spend. This report also covers the wider social drivers of family life, trends in market maturity and category forecasts

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on The vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

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