

CASE STUDY

MEIYUME'S TURNKEY SOLUTIONS FOR BABY & CHILD PRODUCTS

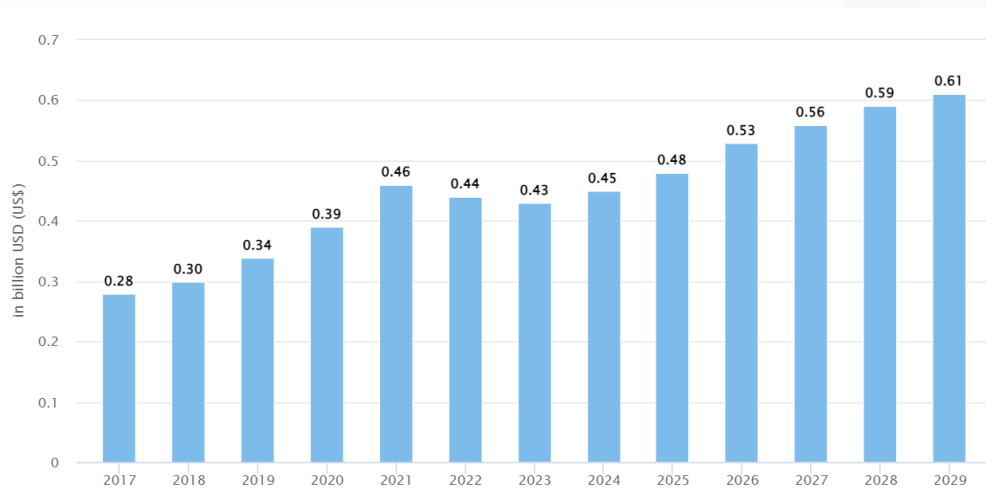
November 2024



THE VISION

BABY & CHILD MARKET

The Baby & Child Skin Care Market is poised for steady growth, with projected revenue reaching US\$0.45 billion in 2024. The market is expected to grow at an annual rate (CAGR) of 6.27% from 2024 to 2029. This upward trend is anticipated to result in a market volume of approximately US\$0.61 billion by 2029, reflecting sustained interest in high-quality skincare solutions for young children.



Sources:
Statista (2024)
Cosmetics Design Asia (2022)
TechSci Research (2023)

KEY TRENDS & INSIGHTS

1. Premiumization

Parents are increasingly willing to pay a premium for products that promise enhanced safety and benefits, viewing them as an investment in their child's well-being.

2. Natural & Organic

This trend reflects a desire for safer, healthier care, with parents choosing products that align with their values and offer peace of mind regarding ingredient safety.

3. Baby Rituals

Since COVID-19, the rise in wellness and self-care has extended to baby care, with parents seeking products that support both the physical and emotional well-being of their babies. This shift reflects a more holistic approach to baby care, focusing on overall wellness beyond just addressing skin concerns.

THE SOLUTION

Mama's Choice

[Read the full case study here](#)

Mama's Choice, part of The Parentinc, creates safe, halal-certified, natural products for mothers and babies in SEA. A top e-commerce brand and multi-award winner, Mama's Choice collaborated with Meiyume's Indonesian innovation team and manufacturing site to produce its Baby Series. Free from harmful chemicals, hypoallergenic, lab-tested in Singapore, and Halal-certified, the range ensures genuine safety for babies.



Calming
Tummy Oil



Baby Skin
Vitamin Lotion



Hair and Body
Wash



Mozzbye Skin
Protection Lotion

Childs Farm

Childs Farm creates safe, gentle, and effective skincare for little ones, combining fruity fragrances with dermatologist-approved, vegan, and cruelty-free formulas. Designed to hydrate, nourish, and protect sensitive skin, their OatDerma range was developed in collaboration with Meiyume's UK manufacturing site.



OatDerma Range

THE SOLUTION



NATURAL BÉBÉ

[Read the full case study here](#)

Natural Béb , the beauty and personal care line under M mmy, partnered with Meiyume to create a high-quality, safe product range for newborns using natural ingredients. Utilizing our Indonesian manufacturing plant, Meiyume localized formulations to meet Southeast Asian preferences while adhering to strict European and Japanese standards, ensuring Natural B b 's commitment to safety and excellence for Vietnamese families.



Top-to-toe Baby Shower Gel



Calming Massage Oil



Skin Protection Cream (Mosquito repellent)



Fluoride Free Kids Toothpaste



Miniso partnered with Meiyume to develop Wonderland Kids' Cologne, a collection of four safe and enchanting fragrances designed for children. Produced at Meiyume's Indonesia manufacturing plant, the colognes have vibrant, easy-to-hold bottles and scents tailored to spark joy and imagination.



Wonderland Unicorn Kids Cologne

THE FUTURE

Building on the success of these kids' products, Meiyume demonstrates its commitment to delivering high-quality solutions for brands in the growing mum & baby market. Beyond major categories, Meiyume also specializes in niche segments such as feminine wash, lubricants, home care, and mum & baby. With strategically located manufacturing facilities and an Innovation & Development Lab, Meiyume excels in providing turnkey support and driving product innovation worldwide in these specialized areas.

