

NEW
LAUNCH

LOCAL  LIVING
Everyday essentials, for less

Perfect bakes,
every time!



Own Brand is the **No.1** range
in Home Bake by volume*

*SmartView Convenience Volume Sales, 52 weeks MAT to 19.04.2026.

Click here to stock the range

Category advice

Bundles of potential

Be a lifeline for tired parents
with a babycare range that
covers all they'll need at a
time when they need it most

September sees the highest birth rate of the year, so now is the perfect time to review and promote your babycare range, from birth up to early years.

Convenience store retailers are well-placed to capitalise on a category that can often be defined by the lucrative top-up mission. Running out of nappies or wipes, baby comes down with a cold or nappy rash – these are all times when parents will need to know their local convenience store has what they need, which builds trust and loyalty, making your store their go-to.

The right range

Parents spend up to 21% more than the average shopper on a visit¹ and one third of shoppers change where they shop after having a baby², so having the right range available is crucial to attract and retain these customers.

Cover all core need-states – nappies, wipes, toiletries, children's medicines, formula and baby

The babycare category in
independent convenience
is worth **£39.6m**

(Source: Nielsen, via DCS Group/Core Range)



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TOP TIPS



food – with the bestselling brands to succeed. The area of growth within the category is baby toiletries, so focusing on these products in particular within your range will be a wise move to increase your sales.

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(Sources: ¹ONS Data: June 2025; ²MSL Regional Study)

Pampers is the **number one brand** in impulse, worth **£9.8m**

(Source: Nielsen)



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opportunity for retailers to capitalise by stocking the right range.

Size 4, 5 and 6 are the must-stock sizes in nappies, but DCS Group is seeing a trend towards larger sizes, so for retailers with more space, consider including size 7 in your range too.

Having a baby is an expensive business and while this is a category that is highly brand-focused and brand-dependent, there are customers who'll be looking to save where they can. Step forward the new Local Living Baby Wipes. They offer gentle, fragrance-free care at an unbeatable 89p PMP. Designed for sensitive skin, they're soft, strong and plastic-free – ideal for everyday use. With margins up to 32% POR, they deliver strong value for retailers while giving parents trusted quality at an accessible price.

(Sources: ²MSL Regional Study; ³ShopperIQ Advantage Data; ⁴Nielsen – Nappies – Total Coverage & Impulse – Value & Unit Sales – MAT: 24.01.26)

Baby wipes are worth **£10.9m** in the impulse channel

(Source: Nielsen – Baby Wipes – Total Impulse – Value & Unit Sales – MAT: 28.02.26)



Signposts

Brand is vital in this category – 62% of shoppers are brand loyal². Beacon brands act as signposts to the category, helping customers navigate and see that you carry a trusted range. Pampers, Huggies and Johnsons Baby are essential as 86% of people plan their shop in advance³ and so if you don't have what they need, they'll go elsewhere.

Pampers remains the leading brand in nappies – holding a 46% share within impulse⁴ – and is, therefore, a must-stock. Nappies under-index in the impulse channel, which presents a great



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**Recommended Retail Price Only. ¹Source: Nielsen, 52 weeks to 25th Jan 2025, Total Ribena Volume

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