



**Supermom**



smarter  
together

## Supermom Diaper Snapshot 2023

As voted by 2,500 mothers across Singapore, Indonesia and Malaysia



# Diaper Snapshot Supermom Singapore



The average baby requires a diaper change every two to three hours, amounting to 8 – 10 diapers a day and upwards of 8,000 pieces across three years. When it comes to selecting diapers for our little ones' bum, parents look out for comfort of the diaper above all. Supermom Snapshots polled 785 mothers in Singapore to find out exactly what parents want in their diaper and what makes them decide that one brand for their baby.

## Voted Top 5 in Singapore



Huggies | Drypers | Mamypoko | Merries | Pampers



### Top 5 Discovery Channels

- Friends/Family
- Product reviews
- Parent recommendations
- Hospital/Place of birth
- Social Media

## Top 5 Qualities Mums Look Out For



83%

purchase diapers online with 64% shopping for it on Shopee

82%

Will most likely try more than one diaper brand and **85% are likely to switch if it fits**

\$50 – \$100

is the median spend on diapers by parents on a monthly basis

95%

are willing to try another diaper brand and **60% are enthusiastic about it**



# Diaper Snapshot Supermom Malaysia



The average baby requires a diaper change every two to three hours, amounting to 8 – 10 diapers a day and upwards of 8,000 pieces across three years. When it comes to selecting diapers for our little ones' bum, parents look out for comfort of the diaper above all. Supermom Snapshots polled 831 mothers in Malaysia to find out exactly what parents want in their diaper and what makes them decide that one brand for their baby.

## Voted Top 5 in Malaysia



Genki | Huggies | Mamypoko | Molfix | Petpet



### Top 5 Discovery Channels

- Friends/Family
- Product reviews
- Social Media
- Facebook groups
- Parent recommendations

## Top 5 Qualities Mums Look Out For



73%

purchase diapers online with 47% shopping for it on Shopee

77%

Will most likely try more than one diaper brand and **82% are likely to switch if it fits**

MYR100 - MYR200

is the median spend on diapers by parents on a monthly basis

91%

are willing to try another diaper brand and **60% are enthusiastic about it**



# Diaper Snapshot Supermom Indonesia



The average baby requires a diaper change every two to three hours, amounting to 8 – 10 diapers a day and upwards of 8,000 pieces across three years. When it comes to selecting diapers for our little ones' bum, parents look out for comfort of the diaper above all. Supermom Snapshots polled 886 mothers in Indonesia to find out exactly what parents want in their diaper and what makes them decide that one brand for their baby.

## Voted Top 5 in Indonesia



Mamypoko | Sweety | Merries | Goon | Makuku



### Top 5 Discovery Channels

- Friends/Family
- Product reviews
- Social Media
- Facebook groups
- Parent recommendations

## Top 5 Qualities Mums Look Out For



52%

purchase diapers online with 65% shopping for it on Shopee

75%

Will most likely try more than one diaper brand and **84% are likely to switch if it fits**

IDR 500K- IDR 1M

is the median spend on diapers by parents on a monthly basis

95%

are willing to try another diaper brand and **50% are enthusiastic about it**

