

baby care
CREATIVE REPORT



your creative inspiration guide for baby care

In the rapidly changing world of trend, Cotton Incorporated can help inspire your approach to color, print, design, packaging, and point of sale, including social trends.



lullaby luxe

Cotton Incorporated's baby & infant forecasting insights

When it comes to childrenswear, Cotton Incorporated's fashion marketing team is armed with research-based trend forecasts. Our expert forecasters guide you through the shifting landscape of color, prints, styling, fabrics, and fashion. Through meticulous global research and cross-industry analysis, they pinpoint market shifts and cultural directions with precision. The team showcases how these trends can apply to cotton-rich products, offering actionable strategies for retailers to capitalize on emerging opportunities.

Cotton Incorporated's baby collection is a collaboration between our nonwovens and fashion marketing divisions, actualized by contracted designer Muriel Fuster of Petitpattern. Fuster transformed youth color forecasting into delightful baby diaper prints to inspire.

featured designer *Petitpattern, Muriel Fuster*



Barcelona-based designer Muriel Fuster has a motto: **"Enjoy work and smile every day"**. This playful, optimistic approach has guided her design ethos for more than two decades in the textile industry. When it comes to children's prints, she draws inspiration from the world as little ones see it – simple shapes, soft textures, and retro touches.



market color forecasts



Cotton Incorporated's fashion marketing team is a color compass in the ever-changing trend landscape. Precise forecasts and insightful strategies informed our vibrant, playful baby care market colors below. To access original youth forecasting that inspired these palettes, visit CottonWorks.com/trend-forecast.

Cotton Incorporated's fall/winter 2025-2026 baby care color palette

PANTONE® 11-2509	PANTONE® 16-3720	PANTONE® 18-3522	PANTONE® 16-1544	PANTONE® 18-1555	PANTONE® 19-1528
PANTONE® 12-5718	PANTONE® 12-0718	PANTONE® 17-1047	PANTONE® 13-0442	PANTONE® 19-5413	PANTONE® 19-3812

Cotton Incorporated's spring/summer 2025-2026 baby care color palette

PANTONE® 12-5703	PANTONE® 15-6307	PANTONE® 18-4004	PANTONE® 12-0741	PANTONE® 13-0220	PANTONE® 17-4724
PANTONE® 11-4607 TCX	PANTONE® 13-1020	PANTONE® 16-1544	PANTONE® 18-1856	PANTONE® 16-3925	PANTONE® 19-3955

trend scouting

uncovering hidden gems

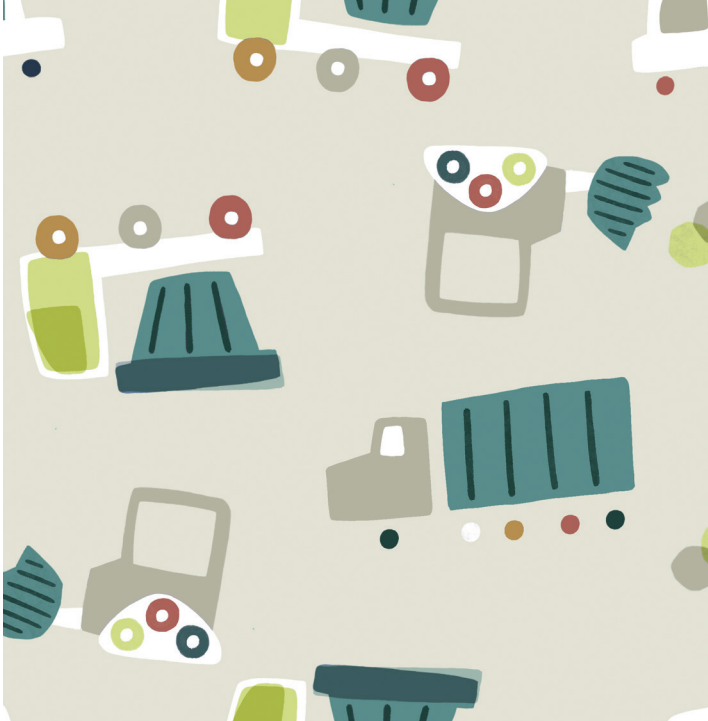
During a fashion quest, our trend experts discovered an enchanting fusion of dark botanicals and winter tropical, emerging as a pivotal trend in our fall/winter 24/25 apparel forecast. Evoking motifs reminiscent of summer months, this trend beckons us to embrace the unexpected and "fall" into nature's beauty in baby.



Dark botanical onesie is a digital representation. Colors are printed or digital representations for users; actual colors can be obtained at PANTONE.com

print designs

Cotton Incorporated's fall/winter 2025-2026 baby care color palette



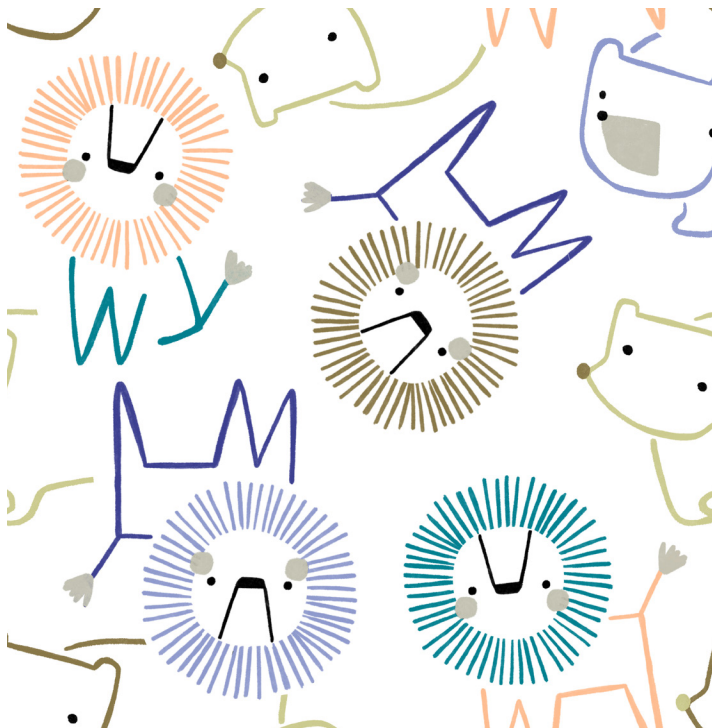
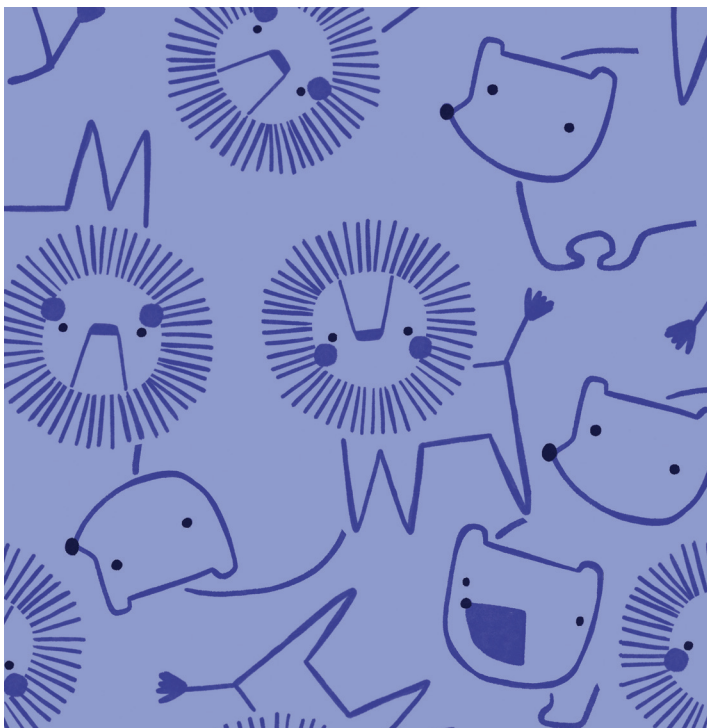
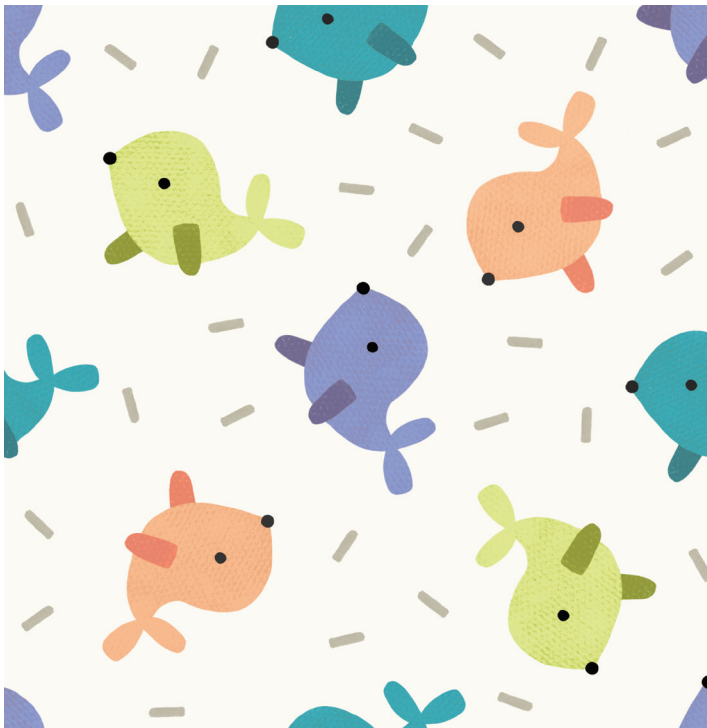
print designs

Cotton Incorporated's fall/winter 2025-2026 baby care color palette



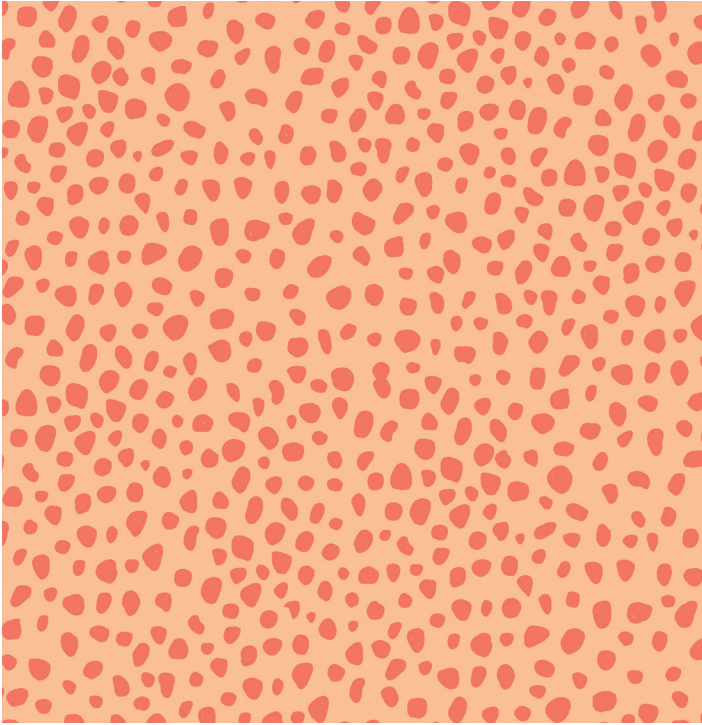
print designs

Cotton Incorporated's spring/summer 2025-2026 baby care color palette



print designs

Cotton Incorporated's spring/summer 2025-2026 baby care color palette



design trends



GENDER-NEUTRAL

Historically, diapers were designed with gender-specific designated "pee points" that had extra absorbency based on where a baby boy or baby girl may need added support.

Now, diapers are mostly gender-neutral in their technical constructions except for pull-ups, which are designed for absorbency needs. Cotton Incorporated's print release features gender-neutral designs to help manufacturers maximize appeal.



CREATIVE COLOR & TEXTURE

Movement, joy & dopamine-boosting colors continue to lead packaging and product trends, along with plush, soothing textures.¹



SUSTAINABLE SOLUTIONS

From sustainable ingredient choices to minimal packaging, brands that "treat nature as a board member" have a right to win.²



creating a cohesive cotton story design for consumer-centric pain points

Creating a cohesive, consumer-centric experience through design can help strengthen your brand. According to Cotton's 2024 Global Baby Care Survey (N=4,461), 8 out of 10 of consumers (85%) say they are most satisfied with the ease of use of diapers, fit, and comfort followed by absorbency (83%) and protects against leaks/ blowouts (83%). These indicators reveal top pain points to consider in your product development.⁸ Using cotton as an ingredient in your design also has its advantage as globally, 55% of consumers say disposable baby diapers made from natural materials is important to them when purchasing⁹, and according to Cotton Incorporated's Lifestyle Monitor™ survey, 83% of parents in the U.S. prefer diapers to be made of cotton.⁹

shifting to sustainability

Natural fibers in baby care, plastic-free packaging, and the rise of eco brands

The rise of sustainable brands focusing on transparency and natural fibers in diaper and wipe production signals a shift from plastic to biodegradable materials. While fully plastic-free disposable diapers are not actualized, emerging brands are incorporating more natural fibers and reconsidering their packaging strategies too.

In response to consumer demand to reduce waste and combat plastic pollution, plastic-free packaging is becoming more prevalent across consumer goods. With increasing regulations and consumer expectations, brands have an opportunity to enhance their reputation by prioritizing minimal, plastic-free packaging made from recyclable, compostable, or biodegradable materials. Cotton Incorporated supports this movement by promoting natural fibers in both products offering a path toward more sustainable manufacturing practices in the baby care sector.

product & packaging trends



ICONIC ILLUSTRATIONS

In the spirit of play, increase brand recall with memorable artwork

INGREDIENT IMAGERY

Tell an authentic and transparent story through functional aesthetics

TEXT & TYPOGRAPHY

Catch consumers' eyes with clean, font-forward designs

BABY MOTIF

Remind customers who the product is for with realistic infant imagery

VISUALS & VIRAL MOMENTS

Tap into modern parent trends and inspire social media sharing with classic, clean designs, bold colors, or trending gradients.³

the cotton advantage at point of sale

As a natural fiber grown from the earth, cotton sends a powerful message to consumers in regard to the environment. Parents prefer cotton⁴ as a solution to plastic synthetics, and leveraging the Seal of Cotton trademark on packaging acts as a bold cotton identifier, helping brands communicate their commitment to sustainable, earth-conscious ingredients. Cotton Incorporated is open to collaborating with brands that want to utilize cotton in diaper packaging as a natural and sustainable option.

68%

of global companies invest in sustainability because of the consumer perceptions and for brand reputation⁵

Surveyed consumers said they are willing to pay more for benefits like ability to reseal, ability to extend product life, easy to store, and easy to open.⁶

point of sale case study

Cotton Incorporated's 2024 100% Cotton Nonwoven Baby Care Trials

Introducing premium, plastic free baby wipes with 100% cotton.¹⁰ Project NW-1047 showcases a blend of 50% TruCotton™ TC-1S virgin and 50% HighQ® bleached cotton, maximizing processing efficiency, strength, absorbency, liquid retention, and softness.¹¹ Prototypes for packaging and retail displays illustrate the marketing opportunity of cotton and the Seal of Cotton Trademark. Explore the trial report on the Parents Prefer Cotton⁴ collection at:

CottonWorks.com/BabyCare



baby trends on social⁷ | spring 2024

Parents come to social not just to share content about their baby's journey, but also to learn and gather information. **Platforms like Instagram, TikTok, and Pinterest** give brands the opportunity to educate and dialog with parents in a meaningful way. There's opportunity to highlight powerful cotton messaging since sustainability paired with baby care/diapers/wipes is trending on TikTok.

top theme trends on social



#momlife | 78.8M

Authenticity and focus on real life

Brands can appeal to parents by focusing on how their products address parents' specific needs, such as ease of use, efficiency, and effectiveness



#babylife | 3M

Family dynamics

Brands can speak to all types of parents by featuring diverse families



#babyproducts | 1.4M

Clean, sustainable & skin safe

Brands have an opportunity to use social to share their sustainability stories and key benefits, like skin safety

current influencer trends on social

- PARENT HACKS
- BUY THIS, NOT THAT
- FUNNY COMEDY (MOMS AND BABIES)
- POSTPARTUM CARE
- BABY INFO (MILESTONES)
- BABY REGISTRIES
- HOW-TOS



social media to watch

mom influencers

Tia Booth 1.4M
Lindsay Arnold Cusick 1.4M
Hannah Bronfman 1.2M
Amber Fillup 1.2M
Joanna Garcia Swisher 671K
Sivan Ayla 509K
Erin Dana Lichy 449K
Angela Kim 303K

baby brands

Buddle
Coterie
Hello Bello
Honest Company
Pampers

baby retailers

Amazon
Target
Walmart

trending hashtags

#momlife 78.8M
#babylife 3M
#babyproducts 1.4M
#momtips 395K
#clean products 278K

social targeting highlights

PINTEREST

Baby care (diapers) – audience size 800K

SNAPCHAT

Parents and family focused – audience size 50MM

TIKTOK

Baby bedding – audience size 16.5MM
Diapers and baby wipes – audience size 12MM
Baby, kids, maternity – audience size 1.5 MM

META

Parents (of children up to 12 months old) interested in sustainability and/or ethical consumerism – audience size 15MM
Diapers or cloth diapers and sustainability – audience size 8MM



partnerships on social

Prominently calling out partnerships on social is trending. Take Hello Bello X Walmart collaboration, #WalmartBabyDays, where the brand's diapers are a retail feature.

From product to point of sale, Cotton Incorporated facilitates similar brand partnerships using the Seal of Cotton trademark, a mark consumers trust. With sustainability currently trending on social, Cotton Incorporated is poised to work with brands in creative ways through our royalty-free licensing program.

Connect with your account representative to learn more about cotton promotion.

the power of the Seal is real

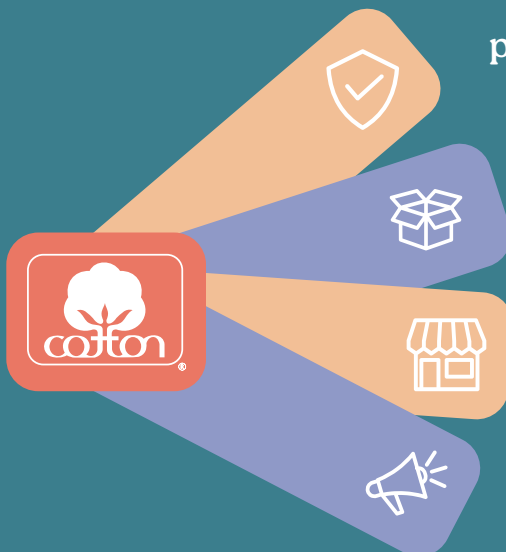
Consumers trust cotton to be natural and earth-friendly, so it's no surprise that two out of three parents expect their baby care products to contain cotton, with even higher numbers in China, Turkey, and Latin America, approaching 80%.⁴ From product to promotion, companies can leverage the Seal of Cotton trademark as a key design element to help their products stand out to parents.

product | Boost your products with the Seal of Cotton trademark, signaling premium quality, comfort, and durability to customers.

packaging | Enhance product packaging and shelf presence with the Seal of Cotton trademark, instantly attracting discerning parents with its authenticity.

point of sale | Attract shoppers at point of sale with the Seal of Cotton trademark, instilling confidence in the superior attributes of cotton.

promotion | Boost loyalty by promoting the Seal of Cotton trademark. Highlight cotton's versatility, performance, and eco qualities to establish leadership in comfortable, sustainable products.





what will you create?

To feature the Seal of Cotton trademark on your products, contact your Cotton Incorporated account representative.

Find out more at CottonWorks.com/BabyCare,

Or reach out at Nonwovens@CottonInc.com

Cary

New York

Hong Kong

Shanghai

Mexico City



Cotton
Incorporated

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¹ Fashion Snoops, Girls Seasonal Narrative, KINETIC, Spring/Summer 25, Page 2

² WGSN, Buyers' Briefing: Baby & Toddler Colour & Print A/W 24/25, Page 1, 2023

³ Art Workflow HQ. "7 Baby Care Packaging Trends." Art Workflow HQ. [www.artworkflowhq.com/resources/baby-care-packaging-trends#:~:text=7%20Baby%20Care%20Packaging%20Trends%20to%20go%20\(Goo,6.%20Gradients%20and%20blends%20...%207%207.%20Typography](https://www.artworkflowhq.com/resources/baby-care-packaging-trends#:~:text=7%20Baby%20Care%20Packaging%20Trends%20to%20go%20(Goo,6.%20Gradients%20and%20blends%20...%207%207.%20Typography).

⁴ Cotton Incorporated's 2024 Baby Care Survey, N=499 U.S. parents/guardians

⁵ Euromonitor International 2023 Passport, Consumer Packaging Strategies: Adapting to Cost Pressures (December 2023)

⁶ Mordor Intelligence. "Baby Care Packaging Market - Growth, Trends, COVID-19 Impact, and Forecasts (2022 - 2027)." Mordor Intelligence. www.mordorintelligence.com/industry-reports/baby-care-packaging-market/market-trends.

⁷ 2024 Mindshare Internal Research and 2024 GALE Internal Research (Spring)

⁸ Cotton Incorporated's 2024 Global Baby Care Survey (N=4,461). The survey was conducted in 9 countries (USA, Brazil, China, France, Germany, Mexico, South Korea, Turkey, and UK)

⁹ Cotton Incorporated's 2024 Lifestyle Monitor™ survey

¹⁰ TruCotton™ TUV Biodegradability Certification

¹¹ Cotton Incorporated 2024 Baby Care Trial Report