

Best baby products for 2023 announced

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BabyYumYum.co.za SA's number one parenting resource is thrilled to present the Best Of list that can't be missed! You've had your say (over 350,000 votes), we listened, tallied up the results and now it's time to celebrate the winners who came out on top this year in BabyYumYum.co.za's fifth prestigious Product of the Year awards for 2023.



We all know that there's nothing more trustworthy than a parent's opinion. In 2022, 93% of moms reported using some kind of social media reference to find product recommendations.

From the best bum creams and babyproofing equipment, each winning brand has been personally recommended and voted for by the moms, dads and caregivers that make up the loyal BabyYumYum.co.za community.

And there's is no better advocate than the parent who truly believes a product or brand works!

2023 Product of The Year winners

Category	Winner	Runner up
Best Bath Range for Babies	Bennetts	Johnson's Baby
Best Wet Wipes	Bennetts	Epi-Max
Best Bum Cream and Baby Body Cream	Bennetts	Epi-Max
Best Nappies	Huggies	Pampers
Best Nappy Bag	Bambino	Snuggletime
Best Baby Utensils	Tommee Tippee	NUK
Best Breast Pump	Tommee Tippee	NUK
Best Toddler Furniture	Bambino	Bounce
Best Maternity Breast pads	Clicks Made for Mom	Tommee Tippee Make for Me
Best Growing Up Milk	NanKid 3+	Nido 3+
Best Kids Snacks/Cereals	Nestle Cerelac	Purity
Best Kids Refreshments	Purity	Clicks Made 4 Baby

Best Kids Refreshments – Tea	Tea4kidz	Carmien
Best Supplements/Vitamins For Kids	Creche Guard	Gummy Vites
Best Baby Retailer	Baby City	Ackermans
Best Pharmacy	Dischem	Clicks
Best Kids Toys	Disney	Fisher Price
Best Kids Family Restaurant	Spur	Wimpy
Best Kids Family Experiential Restaurant	JoyJozi	Bambanani
Best Prenatal Vitamin	Preg-Omega Plus	Pregnavit- M
Best Pregnancy Shake	Mom2B	YummyMummy
Best Maternity Clothing	Ackermans	Woolworths
Best Car and Travel Accessories	Chelino	Bambino
Best Family Car	Toyota	VW
Best Tyre Fitment	Tiger Wheel & Tyre	SupaQuick /HIQ (joint ranking)
Best Bank	Capitec	FNB
Best Medical Aid	Discovery	GEMS
Best Education Planning Investments	Old Mutual	Allan Gray
Best Private Maternity Group	Mediclinic	Netcare
Best Cell Phone Network	Vodacom	MTN
Best Radio Station	Metro FM	947
Best Play Group	Moms & Tots	Jungle Tots
Best Book Retailer	Exclusive books	Takealot.com
Best Skincare For Mom	Epi-Max	Nivea
Best Everyday Multivitamin For Adults	Centrum	Vitaforce
Best Suncare	Nivea Sun	Eucerin
Best Makeup	Loreal	MAC
Best Haircare	TREsemme	Dark and Lovely
Best Parenting portal	BabyYumYum.co.za	MamaMagic
Best Baby Loyalty Programme	Dischem	Clicks

Due to the economic environment, bigger brands declined under the pressure of tighter wallets and a price sensitive consumer. Categories that previously were dominated by brands like J&J, Proctor & Gamble and Kimberly Clarke have all felt the impact of less expensive or dealer own brands (DOB's) entering the space.

Alternative options are taking market share by offering consumers reasons to fall in love with these brands. This year, we also consolidated some categories to ensure an easier survey fill as well as introduced a few new categories like Radio, Pregnancy Shakes and Investment Planning which were won by Metro Fm, Mom2b and Old Mutual.

Retailers like Clicks and the Shoprite group have introduced a wide variety and range of products to create convenience and combat high prices, with quality on parity with the larger players, delivering on value and product performance. Even though there were some drops, other brands have maintained their dominance such as the Spur Group and Preg-Omega Plus both exceeding 60% of the vote in their categories. Bennetts, a local South African brand has improved their standing by offering a product range that really delivers, whilst local luxury bag range The Lily Rose Collection gained substantial growth in the Best Nappy Bag space.

“By holding this important annual product measurement survey, we make parents lives as stress-free as possible by reporting what the best products are out there as voted for by other parents,” explains BabyYumYum.co.za CEO Amanda Rogaly.

“We understand that the product options available can be overwhelming. So, we’re here to guide you on where to put your spend in a trusted shopping list. This is the why we launched Product of the Year Awards five years ago because BYY understands that times are tough and that you want to get value for money as well as keeping you up to date with the latest trends and product innovations.”

**This in-depth product measurement survey is also available for brands to acquire in order to determine where they sit in this niche market and how they can best satisfy and adjust their strategies to the parenting community.*

For more information or opportunities contact: info@babyyumyum.co.za.

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