

Pull-Up Diapers Analysis

Powered by Yogi



METHODOLOGY

Yogi analyzed 10,633 reviews for 8 pull-up diaper products produced by 4 recognizable brands in the space.



HUGGIES PULL-UPS,
BOYS/GIRLS



MAMA BEAR TRAINERS,
BOYS/GIRLS



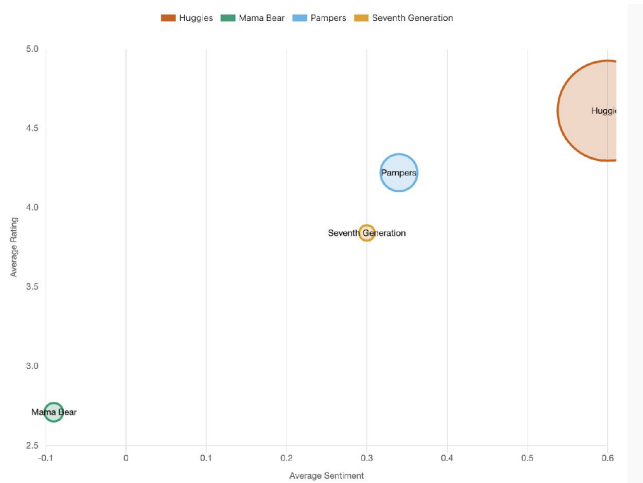
PAMPERS EASY UPS, BOYS/GIRLS



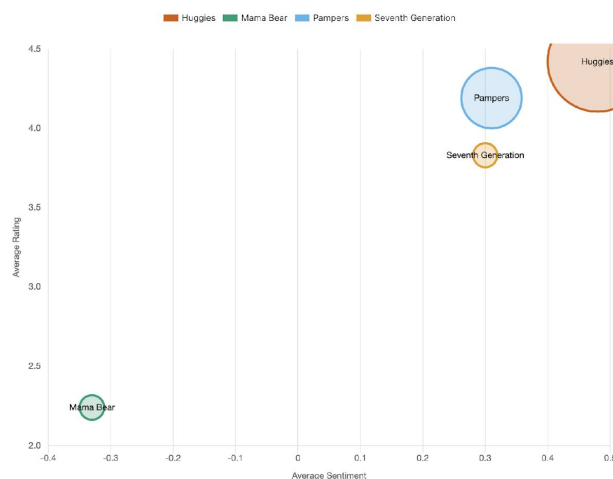
SEVENTH GENERATION TRAINERS,
BOYS/GIRLS

ORGANIC VERSUS PROMOTIONAL REVIEWS

BRAND RATING VERSUS SENTIMENT,
ALL REVIEWS



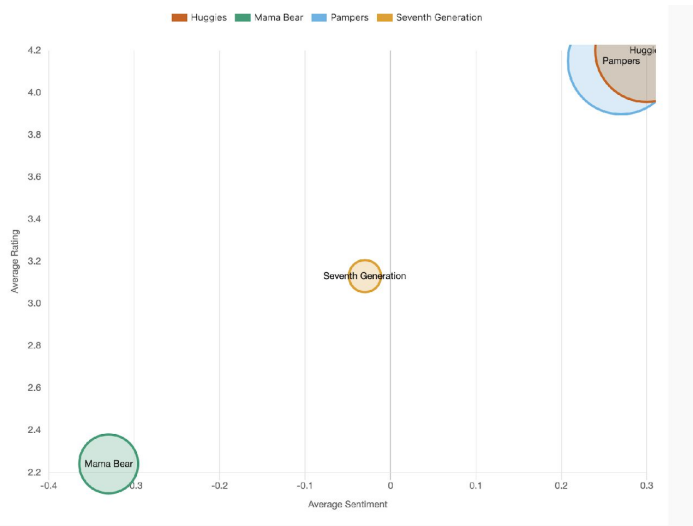
BRAND RATING VERSUS SENTIMENT,
ORGANIC REVIEWS



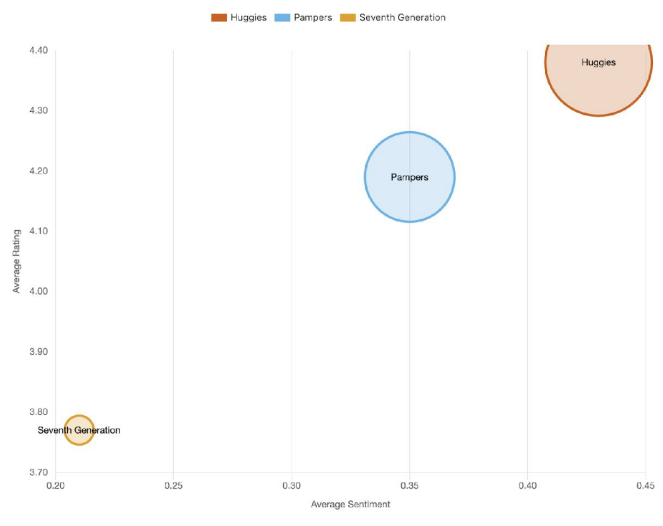
When diving deeper into the effects of promotional reviews, we start to get a better understanding of which brands take the most advantage, and benefit the most, from promotional reviews. Looking at sentiment and rating across the two charts, we can see that the values for Pampers, Seventh Generation, and Mama Bear stayed about the same once promotional reviews were taken out. However, **Huggies saw significant reductions in both star rating and sentiment with the removal of promotional reviews** while also causing the gap between Huggies, Pampers, and Seventh Generation to reduce. The same goes with review volume, with almost **50% of Huggies reviews coming from promotions**.

BRAND PERCEPTION ACROSS RETAILERS

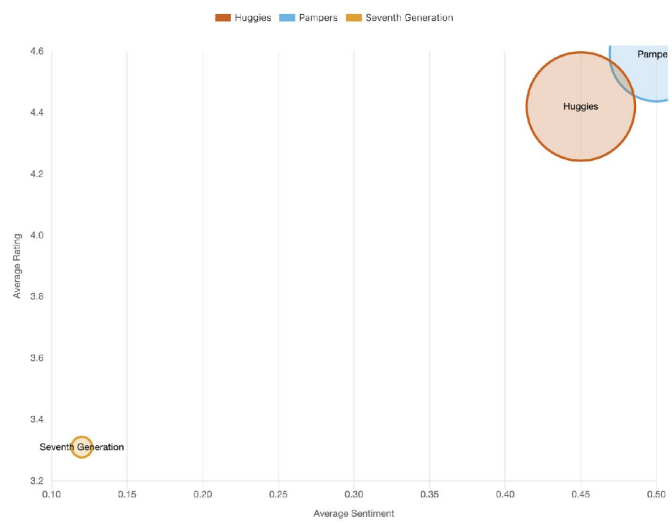
BRAND RATING VERSUS SENTIMENT,
ORGANIC AMAZON REVIEWS



BRAND RATING VERSUS SENTIMENT,
ORGANIC TARGET REVIEWS



BRAND RATING VERSUS SENTIMENT,
ORGANIC WALMART REVIEWS



BRAND STAR RATING,
ORGANIC REVIEWS

Brand	Amazon	Target	Walmart
Huggies	4.2	4.38	4.42
Pampers	4.15	4.19	4.59
Seventh Generation	3.13	3.77	3.31
Mama Bear	2.24	--	--

There are some interesting findings once we investigate how each brand stacks up across retailers. Whereas Seventh Generation is consistently ranked 3rd across retailers, we see that Huggies and Pampers are often competing for the top spot.

Huggies has a better perception amongst Target reviews, whereas Pampers has a higher perception amongst Walmart reviews. When looking at Amazon, we see that both brands are neck-and-neck with Huggies having a slight advantage.

The average star rating within retailers is also telling, with Amazon having the lowest average star rating amongst retailers. This tells us that there is room for improvement for the overall buying experience on Amazon for pull-up diapers, especially when compared to other retailers.

*Yogi's proprietary sentiment analysis algorithms scores overall tone of each review from a range of -1.0 to 1.0 (≥ 0.3 = positive, 0 = neutral, ≤ -0.3 = negative)

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Negative Sentiment Reviews

Yogi Network Graph filtered to display only datapoints with **Negative Sentiment** of Pampers' products



"I was expecting the waistband to be a little more stretchy. It's elastic yes but it's not super stretchy. It expands just slightly and not exactly was hoping for."

- magicman17

"The fit is poor because front/back is indistinguishable. Also, if your toddler is wearing anything other than a dress, you have to completely remove their pants and shoes to put a new one on."

- YKT

"They're soft and comfortable :) BUT the fragrance should be removed."

- annette828

When diving into Pampers, we notice a few common complaints that bring down the overall sentiment and star rating.

The general **fit of the diaper** is a common complaint amongst users, along with **usability**. There are a number of customers that complain about having to remove multiple articles of kid's clothing before being able to take off the diaper.

Along with the fit and usability of the diaper, complains about the scent/fragrance of Pampers' diapers are heavily prevalent and unique to the brand.



Want to see the full analysis?

This is just a preview of the insights Yogi can generate. Want to see more?

[Reach out for a demo today.](#)