

Baby and Nursery Equipment - UK - January 2012

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"Today's babies can have it all, and more. There is a plethora of goods and manufacturers continue to innovate, with plenty of activity in terms of new styling, new functionality and new equipment. Yet, this is set against a background where one in five shoppers buy most products online and the internet is increasingly used for seeking out the right prices and discounts. So today's consumers are more demanding than ever, wanting the best for their babies, but at the best prices too."

– Neil Mason, Head of Retail Research

In this report we answer the key questions:

- How much is the internet influencing shopping behaviour for nursery goods?
- What role do grandparents play in buying nursery goods?
- How many people are buying second-hand?
- Has the rise in breastfeeding meant reduced demand for other feeding equipment?
- Is style taking a back seat in the economic downturn?

Definition

In-home safety equipment which are aimed at babies and toddlers.

Furniture and nursery equipment. Mattresses and furniture accessories are also profiled within this product grouping.

Activity – including bouncers, swings and rocker chairs.

Feeding and hygiene equipment

Baby carriages (wheeled goods) and accessories. This category also includes car seats sold as part of an integrated transport system.

Car seats and in-car restraints

Hipseat – a seat that provides a firm shelf for the child to sit on and supports their increasingly heavy weight from underneath, thus eliminating the causes of back pain.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100