

Nursery and Baby Equipment - UK - February 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“New product innovations in the sector such as prams and pushchairs with lighter frames and baby monitors with video and Wi-Fi have helped to drive growth in the nursery and baby equipment market, as renewed consumer confidence among parents incentivises higher spending.”
 – Tamara Sender, Senior Retail Analyst

This report looks at the following areas:

- How has the market performed?
- What can specialist retailers do to drive purchasing of nursery and baby equipment?
- What are the opportunities for growth in the sector?

The nursery and baby equipment market grew in 2015. The market has benefited from an improving economic climate, new i-Size regulations on car seats and lots of new product innovations particularly in the prams/pushchairs and safety categories.

While specialists retain the largest share of the market, they have seen their proportion of sales in the sector decline as the main players have struggled. Online-only retailers, in particular Amazon, are stealing market share as consumers look to hunt down the best prices online.

Online stands out as the preferred channel overall to help when shopping for nursery and baby equipment, with the majority of parents going online to get ideas, compare prices and get advice.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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