

Baby Durables - US - April 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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Total retail sales of baby durables totaled \$9.3 billion at current prices in 2015, up 2.5% versus 2014. This growth is forecasted to continue at an average rate of just under 1% annually through 2020 when sales should reach \$9.8 billion.

This report looks at the following areas:

- Slow, but positive growth projected through 2020
- Emerging pre-owned marketplace threatens traditional retailers
- Variances in family structures can impact the market

Elevated consumer confidence levels as well as positive birth rates and population growth trends among women, particularly multicultural women, will support sales. While most baby durables continue to be purchased new in-store, online and alternative channels are increasingly being used to shop for these items.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Slow, but positive growth projected through 2020

Figure 1: Total US retail sales and fan chart forecast of baby durables, at current prices, 2010-20

Emerging pre-owned marketplace threatens traditional retailers

Figure 2: Select online/alternative channels shopped, November 2015

Variances in family structures can impact the market

Figure 3: Percent of births to unmarried women, 2000-14

The opportunities

Personalize the online channel

Figure 4: Select retailers shopped – In-store or online, November 2015

Don't forget the fathers

Figure 5: Purchase incidence and attitudes toward safety and price, by gender and generation, November 2015

Bring back the human touch

Figure 6: Select behaviors and attitudes toward baby durables shopping – Any agree, by race and Hispanic origin, November 2015

What it means

The Market – What You Need to Know

The market could use a boost

Multicultural women are key targets

Today's family looks different than yesteryear's

Market Size and Forecast

Tepid outlook ahead for baby durables

Figure 7: Total US retail sales and fan chart forecast of baby durables, at current prices, 2010-20

Figure 8: Total US retail sales and forecast of baby durables, at current prices, 2010-20

Market Breakdown

Furniture comprises share majority

Figure 9: Total US retail sales and forecast of baby durables, by segment, at current prices, 2010-20

Figure 10: Total US retail sales of baby durables, by segment, at current prices, 2013 and 2015

Market Factors

Multicultural women are key targets

Birth rates finally turn positive

Figure 11: Annual births and fertility rate, 2003-14

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Birth rates rise among older women; 2014 marks highest ever age of mother at first birth

Figure 12: US births, by age of mother, 2014

Twin birth rate also reaches new high

Changing American families impact the market

Four out of 10 births are to unmarried mothers

Dads playing an increased role in parenthood

Marriages among same-sex couples more than doubled versus 2013

Figure 13: Marriages among same-sex couples, 2013-October 2015

Key Players – What You Need to Know

Leader struggles while other tier one brands see growth

Smaller players gain ground

Innovations related to mobile-enabled technology should spur future sales

Warehouse clubs, discount stores, furniture stores not primary destinations

Manufacturer Sales of Baby Durables

MULO sales grew 6.6% in 2015

Tier One

Tier Two

Figure 14: MULO market share of baby durables, by leading companies and brands, rolling 52-weeks 2015

Figure 15: MULO sales of baby durables, by leading companies and brands, rolling 52-weeks 2014 and 2015

What's Working?

Leading retail channels

Figure 16: Target, circular ad for Pillowfort, March 2016

Figure 17: Babies "R" Us, website screen shot for great trade-in event, January 2016

Figure 18: Pottery Barn Kids, email ad for Monique Lhuillier collection, March 2016

What's Struggling?

Less frequented retail channels

Some retail channels not getting fair share of Blacks and/or Hispanics

Companies and brands facing challenges

Transport items

Furniture

Safety items

What's Next?

The Internet of Things is about to take over baby durables marketplace

Figure 20: Owlet Baby Monitor video demonstration, March 2016

Figure 21: 4moms, self-installing car seat video demonstration, March 2016

The Consumer – What You Need to Know

Majority of items are acquired new

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Mass retailers continue to attract majority of parents
Alternative channels see growth
Retailers can seek ways to simplify the shopping process

Items Owned

Ownership is high in all categories
Figure 22: Baby durables items owned, November 2015

Transport items
Figure 23: Baby-related transport items owned, November 2015

Furniture
Figure 24: Baby-related furniture items owned, November 2015

Daytime care and/or safety/wellness items
Figure 25: Baby-related daytime care and/or safety/wellness items owned, November 2015

Activity items
Figure 26: Activity items owned, November 2015

In their words

Method of Acquiring Items

Most items are acquired new
Figure 27: Method of acquiring items, November 2015

In their words

Household income plays a role in acquiring method
Figure 28: Method of acquiring items, bought or borrowed, by household income, November 2015

It's okay to reuse items
Figure 29: Percentage of those who strongly agree that it's better to acquire used items for subsequent children versus buying them new, by select demographics, November 2015

Qualitative Insight: Does the process change after the first child?

Retailers Shopped

Mass merchandisers and baby superstores attract majority of parents
Figure 30: Retailers shopped, November 2015

Affluent parents shop local and specialty
Figure 31: Select retailers shopped – in-store or online, by Hispanic origin and household income, November 2015

Are suburbanites and those in rural areas underserved?
Figure 32: Select retailers shopped – In-store or online, by area, November 2015

Qualitative Insight: What is the shopping process for baby durables like? What are parents' favorite stores or sites?

Qualitative Insight: How do parents feel about online shopping for baby durables?

Online/alternative Channels Shopped

Parents love Amazon
Figure 33: Online/alternative channels shopped, November 2015

All listed channels highly appealing to multiple types of parents
Figure 34: Online/alternative channels shopped – Any purchase or interest, by select types of parents, November 2015

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Hispanics over index on shopping alternative channels

Figure 35: Online/alternative channels shopped – Any purchase or interest, by race and Hispanic origin, November 2015

Resale market a viable option for those looking to make/save money

Figure 36: Consignment stores – Any purchase or interest, by household income, November 2015

Open-minded

Hesitant or avoiders

Behaviors and Attitudes toward Baby Durables Shopping

Safety trumps price

Figure 37: Attitudes toward safety and price – Strongly agree, by household income, November 2015

High interest in shopping and researching online

Figure 38: Select behaviors and attitudes toward baby durables shopping – Any agree, all parents versus Millennial parents, November 2015

Many opportunities to enhance shopping experience; service a key area

Figure 39: Opportunities to improve baby durables shopping experience – Any agree, by race and Hispanic origin, November 2015

In their words

Parents' Advice Regarding Shopping for Baby Durables

What would parents do if they owned their own store?

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

Appendix – Market

Figure 40: Total US retail sales and forecast of baby durables, at inflation-adjusted prices, 2010-20

Figure 41: Female population by age, 2011-21

Figure 42: Women by race and Hispanic origin, 2011-21

Figure 43: Consumer confidence and unemployment rates, 2007- January 2016

Figure 44: Annual births and fertility rates, by race and Hispanic origin of mother, 2003-14

Figure 45: Population younger than age 5, by race and Hispanic origin, 2011-21

Figure 46: US birth rates, by age of mother, 2005-14

Figure 47: Births, by age of mother, live-birth order, 2014

Figure 48: Percent of births to unmarried women, 2000-14

Figure 49: Annual births and fertility rate, 2003-14

Figure 50: Median age at first marriage, by gender, 2005-15

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Figure 51: Married share of population, 2005-15

Figure 52: Living arrangements among children under 18, 2014

Figure 53: Median household income, by type of household, 2014

Figure 54: Median household income, in inflation-adjusted dollars, 2004-14

Figure 55: Median household income of families with children, in inflation-adjusted dollars, 2004-14

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