

Nursery and Baby Equipment Retailing - UK - February 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The nursery and baby equipment market has benefited from many successful years of growth, but the sector is now entering more challenging times. It is more important than ever, in such a highly fragmented market, for retailers and brands to stand out by continuing to innovate and have a strong online strategy.”

- Chana Baram, Retail Analyst

This report looks at the following areas:

- The market is growing, but growth is slowing
- Embracing online is key
- Opportunities in the market

The nursery and baby equipment market is estimated to have grown 3.7%, reaching £932 million in 2017. This is equal to £232 spent for every child in the UK aged 0-4. The market has benefited from premiumisation within some categories, as many parents opt for higher end pushchairs, and car seats have gone up in price with the introduction of i-Size. However, this has come at the expense of other products in the market, such as nursery furniture, which has not fared as well. It is still very much a price-sensitive market, with many going to supermarkets and cheaper online alternatives for products.

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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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The Market – What You Need to Know

- Nursery products continue on growth trajectory
- The future is uncertain
- Wheeled goods driving sector growth
- Nursery furniture share declines
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