

Children's Products Retailing - China - March 2018

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"While growing well, the children's products retail market is highly fragmented and competitive. The focus of that competition is now shifting from quality of products, towards more focus on quality of service."

- Matthew Crabbe – Regional Trends Director, Asia-Pacific

This report looks at the following areas:

- Shopping as education
- Playing shop
- Kids versus parents

This Report covers how parents choose products and from which children's product retail channels, and their motives. It focuses on how parents research for the best products and seek advice. It includes analysis of how parents compare retailers, as well as how they choose between products by seeking certain key benefits. The Report also looks at how parents also encourage their children to enjoy and learn from shopping with them, and how the children themselves shape the shopping behaviour of their parents. All of these factors are crucial for children's products retailers to know when attempting to stand out in this highly fragmented and competitive market. It is certainly still a strong growth market, despite falling birth rates, and is trending towards higher quality, higher value products and services. This Report also analyses how it is the services, including advice, education and entertainment, that are becoming increasingly important differentiators in children's products retail brands.

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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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