

Nursery and Baby Equipment Retailing - UK - February 2020

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This report looks at the following areas:

- Lessons to learn from Mothercare's demise
- The rise of the second-hand market
- Specialist brands and retailers are broadening their ranges



"The nursery and baby equipment market has suffered from increased competition from discounters and online retailers such as Amazon. Since the closure of Mothercare and Babies R Us the market has become even more fragmented, making it more important than ever for retailers and brands to stand out and try to capitalise on the loss of the largest nursery and baby specialist."

- Chana Baram, Senior Retail

Analyst

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