

Baby Durables - US - September 2013

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“There are many factors impacting the market for baby durables. The rising birthrate in the U.S. and shifting parent and family dynamics are likely to affect purchasing in this category. Most parents are likely to buy new items when purchasing baby durables; however there is a notable interest in the second-hand market in this category, which retailers should be sure to address.”

– Ali Lipson, Senior Retail & Apparel Analyst

This report looks at the following areas:

- The impact of demographic shifts
- Engaging with the used baby durable market
- Exploring the implications of increased online purchasing
- Sourcing information on baby durables

Total retail sales of baby durables reached \$2.6 billion in 2012 and are expected to drop slightly (down 3.4%) in 2013. However, the outlook for baby durables is good. Sales are expected to grow by 14% between 2013 and 2018, reaching \$2.9 billion in sales in 2018. The baby durables market is likely to benefit from rising birthrate, shifting family demographics, and improved consumer confidence.

This report focuses on baby durables and offers sales trends, profiles of major retail players in the U.S. market, as well as a detailed exploration of consumers' attitudes, usage, and shopping behaviors in this category.

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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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