

Baby Durables - US - March 2017

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"Most consumers acquire baby durables new, but women are more likely to buy second-hand while men prefer to buy new. Online has become an important part of the baby durables market, with many consumers opting not only to research products online, but also to actually complete their transactions, making the online presence critical for brands and retailers in the market."

Alexis DeSalva, Research Analyst- Retail & Apparel

This report looks at the following areas:

- Expected growth is minimal for baby durables market
- Shifts in composition of families and changing shopping habits
- Recalls negatively impact manufacturers

Definition

Baby durables are products made specifically for baby care. Excluded are baby items that are disposable (eg diapers), clothes, toys with no added functionality, and food/formula or anything else directly related to feeding like bottles, sippy cups, baby/child utensils and dishes.

For the purposes of this Report, Mintel categorizes baby durables into three main groups defined as follows:

- **Baby mobility – car seats, strollers, systems, baby carriers**
- **Baby's room furniture – cribs, bassinets, dressers, changing tables, rockers and gliders (excludes linens and accessories)**
- **Baby care items – bouncers/infant positioners, gyms, stationary entertainers, walkers/jumpers, swings, play yards, bath tubs, diaper disposal systems, high chairs, potties, gates, monitors, thermometers, humidifiers/vaporizers, bottle/food warmers and sterilizers, breast pump/nursing pillows**

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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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