

Nursery and Baby Equipment - UK - February 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Sales of baby and nursery equipment are driven by the development of new products. Given that the most affluent parents see multi-purpose products as important, there is scope to combine nursery goods with the latest innovation in technology to help to make parents' lives easier."
– Tamara Sender, Senior Retail Analyst

This report looks at the following areas:

- How has the market performed over the last year?
- How is the growing acceptability of second-hand products affecting the market?
- How do people prefer to shop nursery products?

The baby and nursery equipment market has seen an uplift of 2.2% in sales in 2013 following several years of slow growth during the economic downturn. The sector has benefited from new i-Size regulations for car seats and new product launches, as well as the continued rise in the birth rate and renewed consumer confidence.

The market, nevertheless, remains challenging, and aggressive promotion and price matching activity has impacted value sales. There has been a sales increase at the lower price points as squeezed consumers have traded down to own-brand or entry-level branded products.

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