

## Baby Durables - US - April 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“There are many opportunities for retailers serving the baby durables market to improve customer service. In a category like this where strong emotions can come into play, a human touch can go a long way.”  
 – Diana Smith, Senior Research Analyst – Retail & Apparel

### This report looks at the following areas:

- How can baby durables retailers up their service game?
- How can baby durables retailers expand their reach to nontraditional families?
- Are online and other alternative channels impacting the baby durables market?

Total retail sales of baby durables totaled over over \$9 billion at current prices in 2014, up 1.2% versus 2013. This growth is forecasted to continue at an average rate of about 2% annually through 2019 to reach in excess of \$10 billion. High levels of consumer confidence as well as relatively stabilizing birthrates and population growth trends among women, particularly Hispanic women, will support sales. While the majority of baby durables are purchased new in-store, online and alternative channels are increasingly being used to shop for these items.

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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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