



## IC Customer Insight®

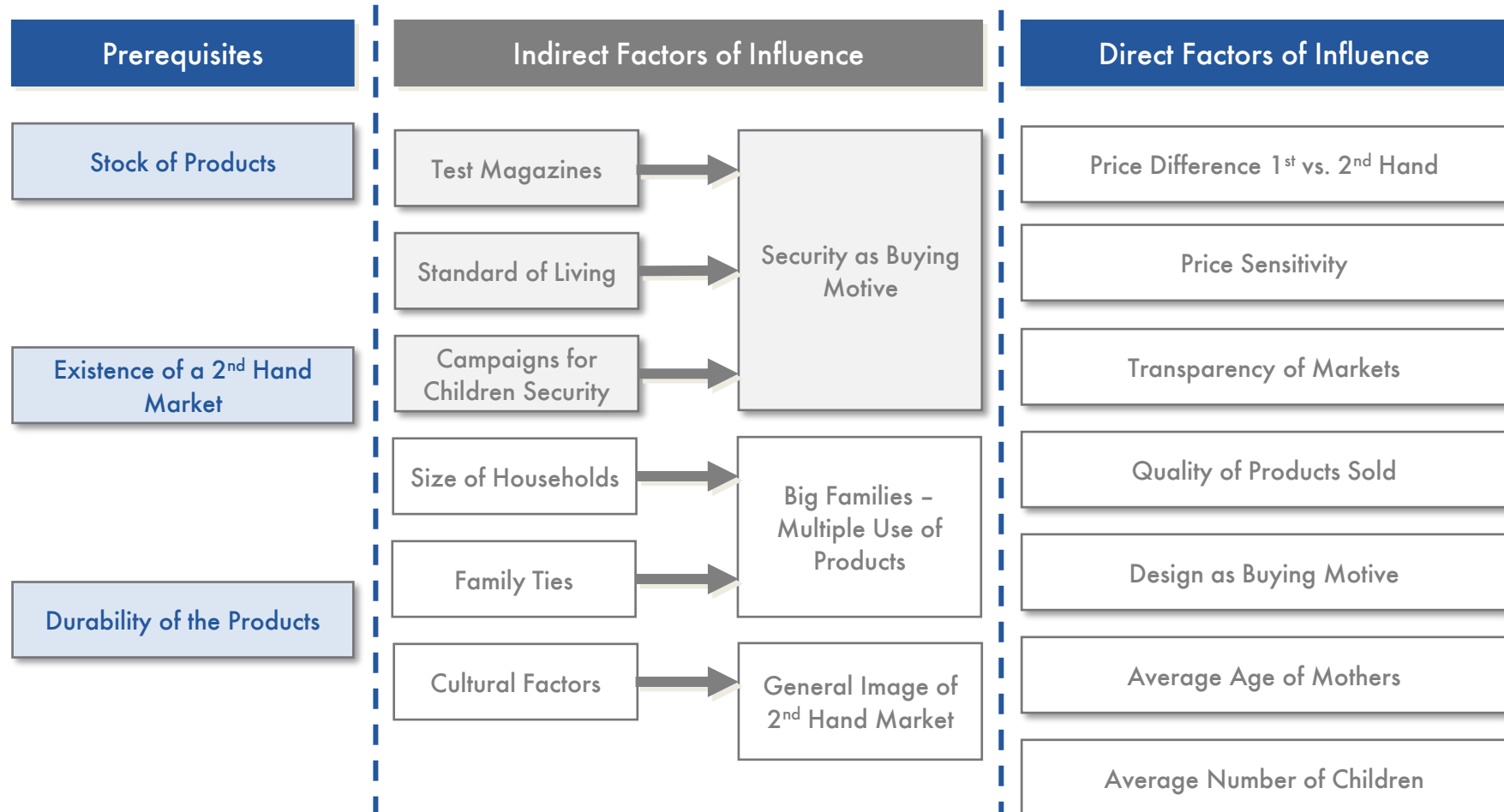
# Second Hand Baby Products – Strollers and Safety Seats in Europe 2022

## Initial Situation and Goals

- The 2<sup>nd</sup> hand market is one of the biggest threats the baby product industry has been faced within the recent years.
- The baby industry has always been confronted with the situation of a thriving second hand market as products such as strollers and safety seats have been passed and re-sold within families and friends. Nowadays the 2<sup>nd</sup> hand market is expanding thanks to the revolution of e-commerce.
- The following Customer Insight Study will therefore help to better understand the Second-Hand market in terms of price barriers and buying behavior of families.



# Influences on the 2<sup>nd</sup> Hand Market



# Methodical Profile– IC Customer-Insight® Second Hand Baby Products in EU 2022

- The IC Customer Insight® Second Hand Baby Products in EU 2022 provides you with all the necessary information for an efficient brand policy. On the subject of Baby Products (Strollers and Safety Seats), the study evaluates the purchasing behavior of 1<sup>st</sup> vs. 2<sup>nd</sup> hand products, purchasing motives and criteria, buyer and information behavior, price knowledge, brand awareness and customer segmentation based on price types.
- All questions are evaluated separately for the various customer segments (Age, number of children, Product usage, country, etc.). Accordingly, the results can be viewed in a differentiated manner.



## Population

Parents of children between the age of 0-4 years and parents-to-be

## Sample Size

Germany:	N=200
Italy:	N=200
Spain:	N=200
UK:	N=200
Netherlands:	N=200

## Survey Method

Representative online survey  
Survey duration: approx. 10 min.

## Survey Period

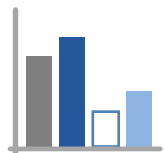
Mayr 2022 (or on request)

# The Results of the Study will Give you Answers to the Following questions...



What are the **Buying Motives** behind the decision for 1<sup>st</sup> vs. 2<sup>nd</sup> hand purchases of baby products and what requirements should 1<sup>st</sup> hand baby products have in order to be attractive to the end consumer?

How does the **Buying Process** work? Where do parents inform themselves in advance? Which recommendations are trusted, which channels are preferred and do the sources for 1<sup>st</sup> vs. 2<sup>nd</sup> hand product purchases differ?



Details on the **Purchasing Behavior:** How often and for which product groups are 2<sup>nd</sup> hand products purchased? Which brands of baby products are considered for 1<sup>st</sup> and 2<sup>nd</sup> hand purchases and what are the barriers to buying 2<sup>nd</sup> hand products?

What role do **Price & Brand** play: What is the distribution of buying types per country and per product segment: Bargain Buyer; No-Risk Buyer; Brand-Loyal Buyer; High-Risk Buyer; Low-Interest Buyer?



*Pre-orderers are able to influence the questionnaire/survey topics!*

# The IC Customer-Insight Provides You with Answers to...

Evaluated topics within the scope of the survey

Buying- / Usage Behavior

BUYING/USAGE BEHAVIOR	
Purchasing behavior	Have you ever purchased 2 <sup>nd</sup> hand baby products (strollers, safety seats). Are you currently planning a 2 <sup>nd</sup> hand purchase? Do you usually buy 2 <sup>nd</sup> hand products?
Buying motives	What are the main motivations behind 1 <sup>st</sup> vs. 2 <sup>nd</sup> hand purchases for baby products (strollers, safety seats)?
Buying criteria	What requirements should a 1 <sup>st</sup> vs. 2 <sup>nd</sup> hand stroller or safety seat have to be attractive to the end user?
Brand Sensitivity	What brand is your current baby products from? What brands of baby products are considered for 1 <sup>st</sup> vs. 2 <sup>nd</sup> hand purchases?
BUYING DECISION	
Where is information obtained? How are information channels evaluated? Do the sources differ between 1 <sup>st</sup> vs. 2 <sup>nd</sup> hand purchases?	Source of Information
Where are 1 <sup>st</sup> vs. 2 <sup>nd</sup> hand products purchased and what is the propensity to purchase online?	Place of purchase / E-Commerce
What are the criteria for 1 <sup>st</sup> vs. 2 <sup>nd</sup> hand purchases?	Buying motives
Price sensitivity, price awareness, etc.	etc.

# Study Design of the Customer-Insight® - Second Hand Baby Products – Strollers and Safety Seats

## IC Customer-Insight® – Second Hand Baby Products

Population = Parents of children between the age of 0-4 years and parents to be;  
N=200 (GER); N=200 (ITA); N=200 (ES); N=200 (UK); N=200 (NL)



## Representative online survey- CAWI (Computer Assisted Web Interviews)

Anonymized survey with parents, approx. 10 Min (20 questions)



## Survey Topics

Buying and Usage Behavior		Brand Awareness	Customer Journey	Price behavior
Strollers	Safety Seats	TOP Brands	<ul style="list-style-type: none"> <li>✓ Purchase decision makers/influencers</li> <li>✓ Sources of information (1<sup>st</sup>/2<sup>nd</sup> hand)</li> <li>✓ Place of purchase (1<sup>st</sup> /2<sup>nd</sup> hand products)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Customer typologies by price and buying behavior (price types)</li> </ul>
<ul style="list-style-type: none"> <li>✓ Buying behavior: 1<sup>st</sup> vs. 2<sup>nd</sup> Hand purchases</li> <li>✓ Buying criteria/barriers of 1<sup>st</sup> vs. 2<sup>nd</sup> hand products</li> </ul>		<ul style="list-style-type: none"> <li>✓ Aided/unaided</li> <li>✓ Superior / Inferior Brand</li> <li>✓ Brand image</li> <li>✓ Brand use / Potential Set</li> </ul>	E-Commerce: <ul style="list-style-type: none"> <li>✓ Willingness to buy online</li> <li>✓ Reasons/barriers to online purchase</li> </ul>	<ul style="list-style-type: none"> <li>✓ Price willingness for 2<sup>nd</sup> hand baby products</li> </ul>
<ul style="list-style-type: none"> <li>✓ Buying motives 1<sup>st</sup> vs. 2<sup>nd</sup> hand products</li> <li>✓ Image of 2<sup>nd</sup> hand purchases</li> </ul>		<ul style="list-style-type: none"> <li>✓ Brand sensitivity</li> </ul>		

# Five Price Types with Very Different Behavior

Customer segmentation based on price types

Price Types



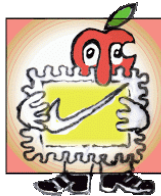
## Bargain-Buyer

Interest in special offers, special rates, discounts and bonuses. Buys because of, rather than in spite of the price and sometimes even buys pointless things just because they are cheap and that in all price ranges.



## No-Risk-Buyer

Loss-averse buyers – increasingly see the risk of purchase they want avoid. Avoidance strategies: personal advice, fair price, active information gathering.



## Brand-Loyal Buyer

Has price idea, but is very open-minded for brand, image and quality. Compares products, not so much the prices, and is eager to innovations. Often spends more than planned.



## High-Risk Buyer

Little interest in price negotiations or discounts, what counts is the brand's promise of quality. Prices are disregarded as long as the overall experience is right. Quality has its price.



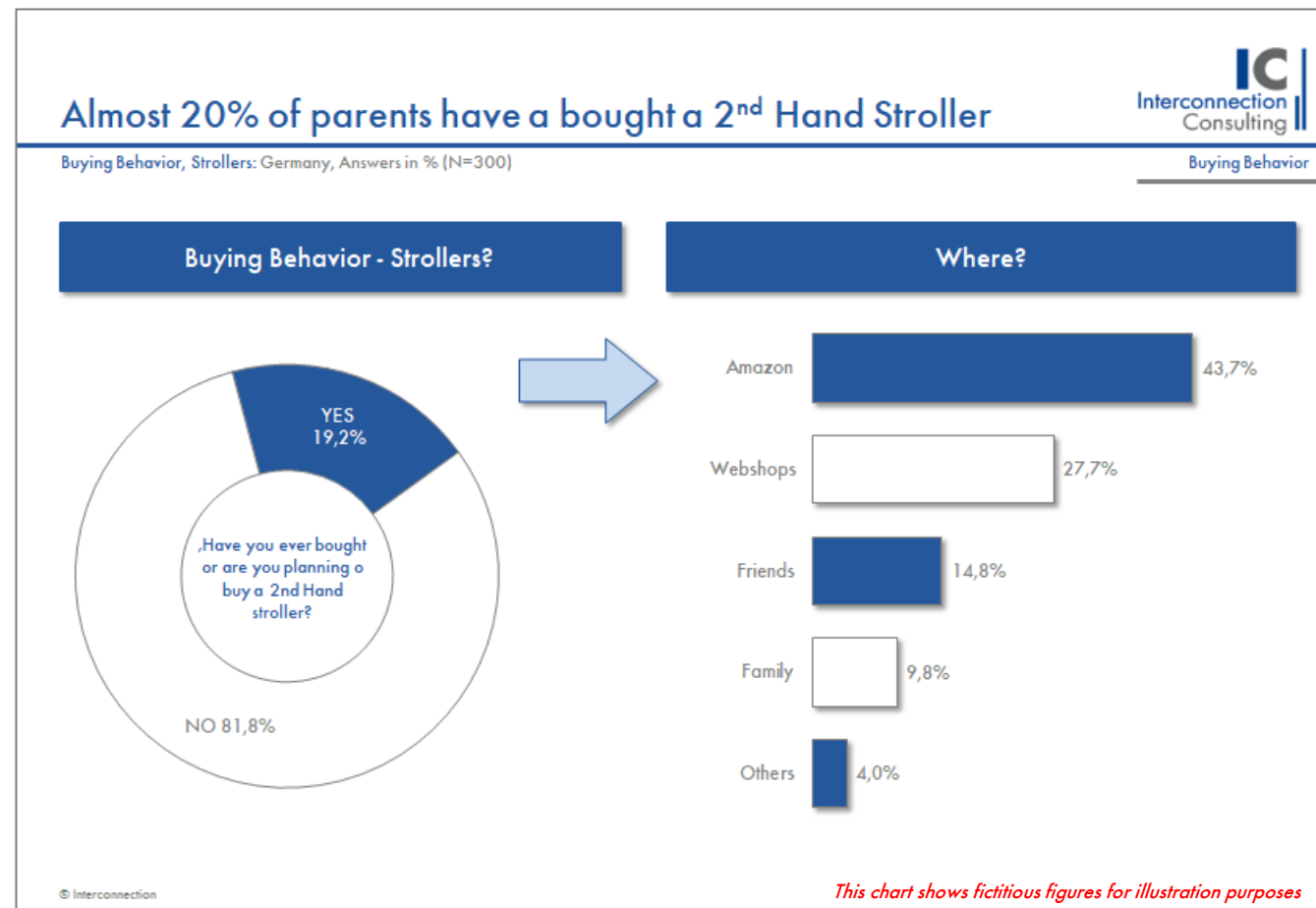
## Low-Interest Buyer

Very unemotional. Sees himself as well informed and buys to satisfy a current need. Little interest in prices and virtually no price comparisons.



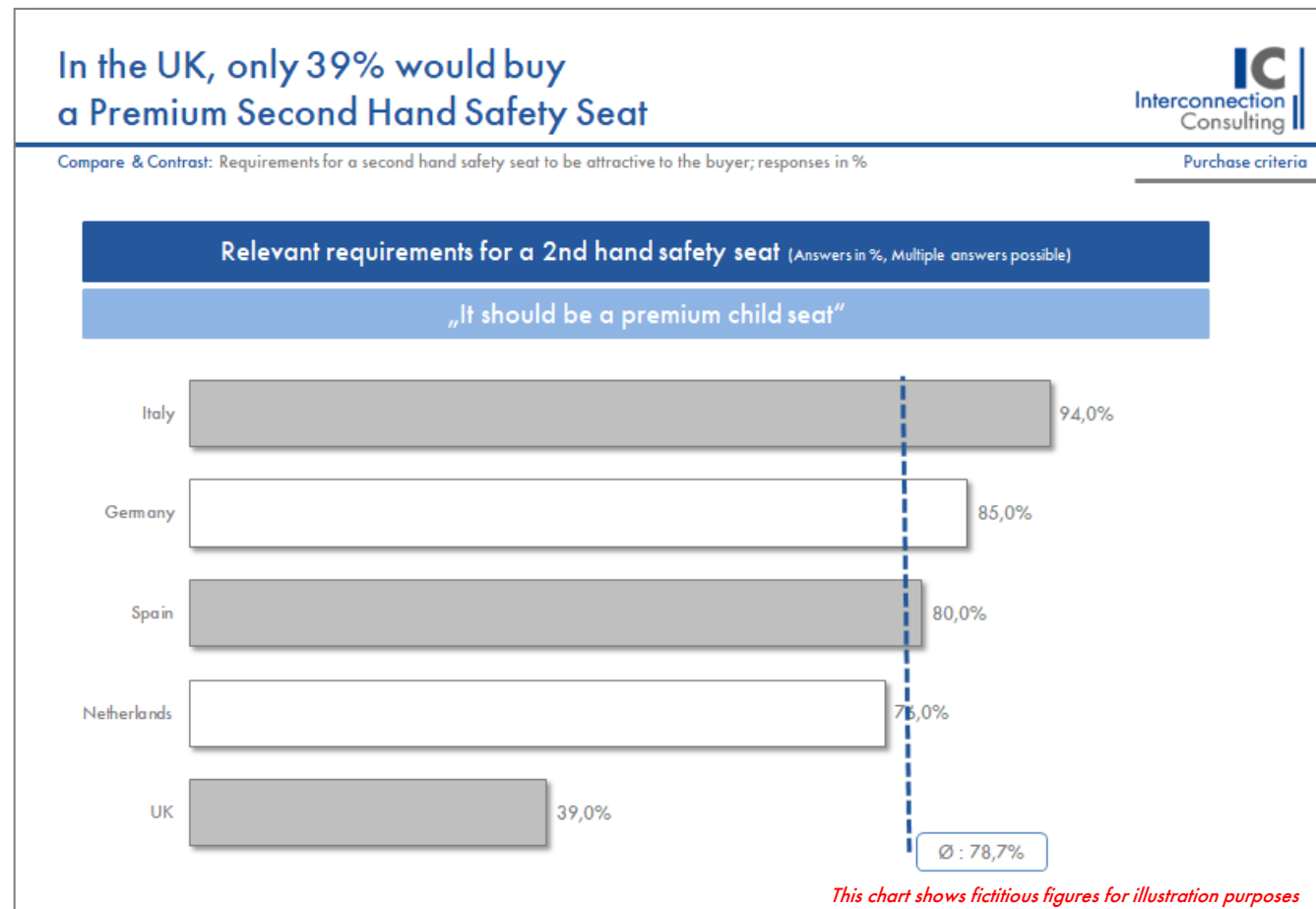
# Propensity to Buy a 2<sup>nd</sup> Hand Stroller

- Detailed descriptive and inductive analysis of parents' buying behavior.
- *This example chart shows fictitious numbers.*



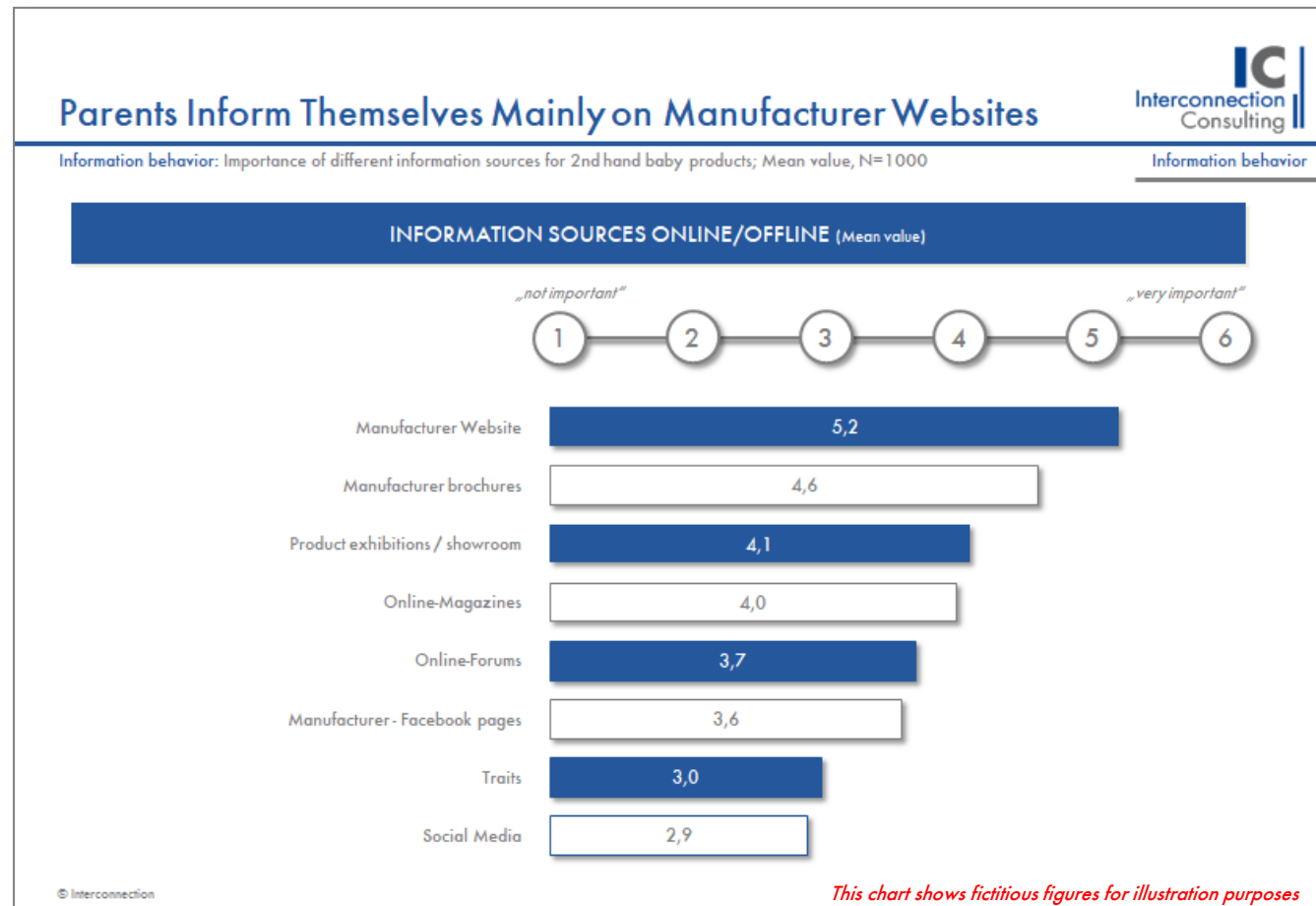
# When Is a 2<sup>nd</sup> Hand Stroller a More Attractive Option?

- Analysis of the reasons, as well as regional differences of a 2<sup>nd</sup> hand purchase of safety seats.
- *This example chart shows fictitious numbers.*



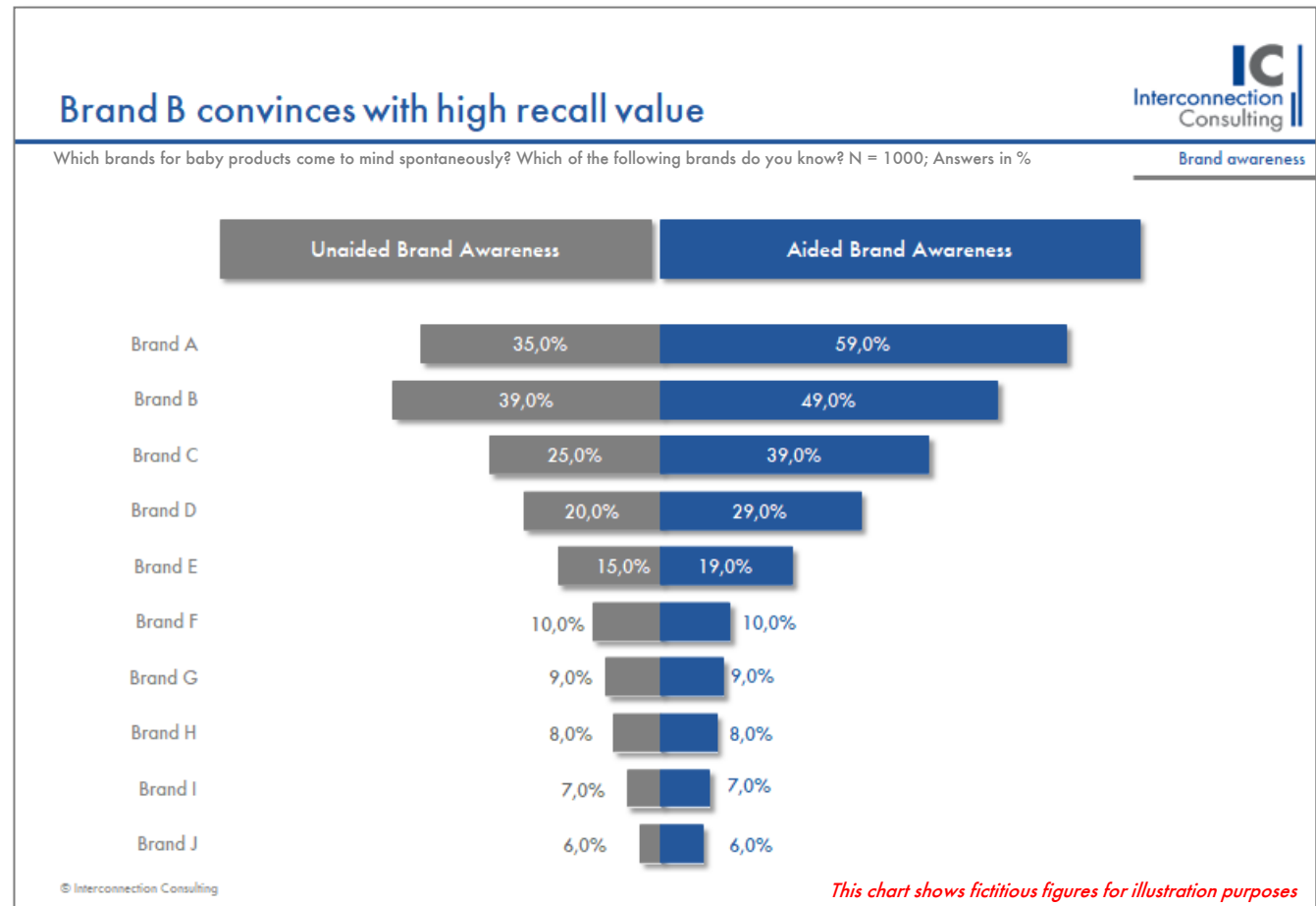
# Where do Parents get their Information Before Buying a Stroller?

- Analysis of the information sources for 1<sup>st</sup> and 2<sup>nd</sup> hand purchases of strollers ad safety seats.
- *This example chart shows fictitious numbers.*



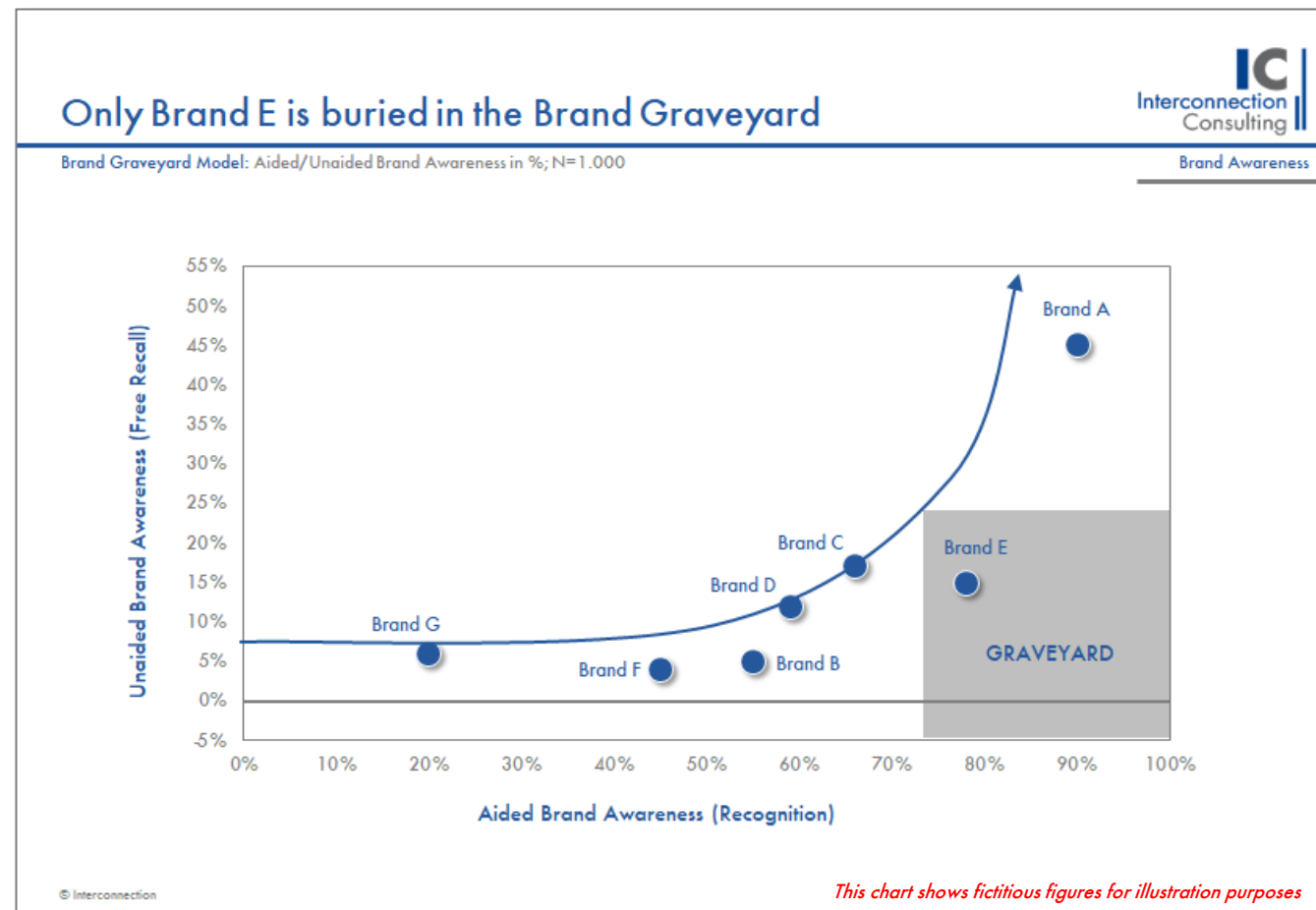
# Brand Awareness Analysis of the Top Brands

- Classic analysis of brand awareness according to recall and recognition values.
- *This example chart shows fictitious numbers.*



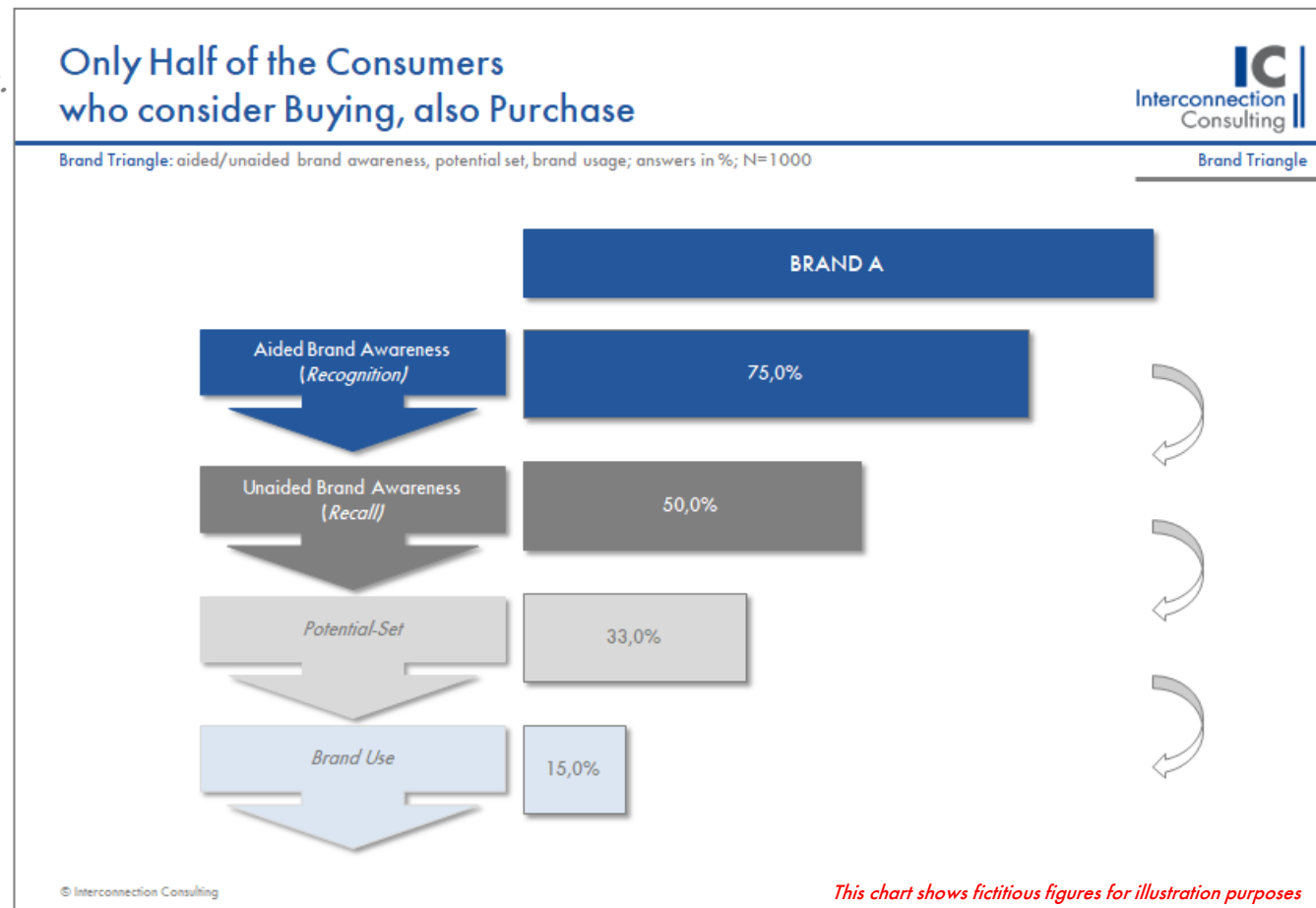
# Which Brand is Located in the Brand Graveyard?

- Strategic analysis of brand equity using the Brand-Graveyard Models.
- *This example chart shows fictitious numbers.*



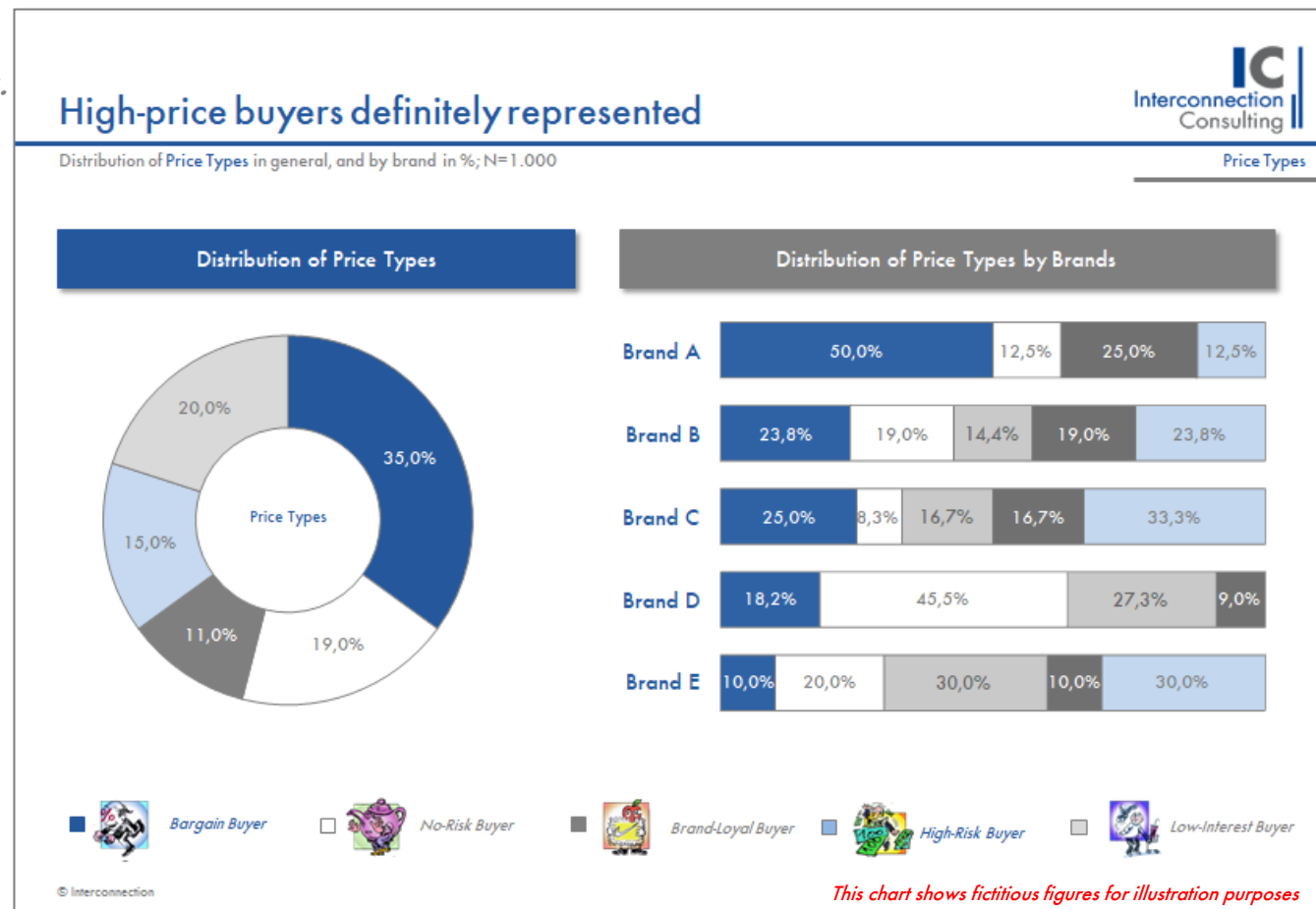
# Analysis of Brand Values of the Top Brands

- Analysis of brand awareness based on aided and unaided awareness as well as inferior and superior brands, potential set and actual brand usage.
- *This example chart shows fictitious numbers.*



# Price Types – Customer Segmentation Based on Consumer Price Behavior

- Analysis of the five price types for mattresses and slatted frames, as well as specific to individual brands..
- *This example chart shows fictitious numbers.*



# Investment Plan

## Customer Insight – Second Hand Baby Products Top 5 2022

IC Customer-Insight® 2 <sup>nd</sup> Hand Baby Products 2022		IC Subscription	IC Single Issue
One product group*	Europe Top 5	€ 5.950,-	+25% for Single Issues
	Single Country	€ 2.950,-	
Two product groups**	Europe Top 5	€ 9.900,-	+25% for Single Issues
	Single Country	€ 4.900,-	

Available Countries: GER, ES, ITA, UK, NL

\* Strollers or safety seats  
\*\* Strollers and safety seats



*As a subscription customer of the Customer Insight 'Second Hand Baby Products in Europe', you will receive the chosen report automatically at a reduced price upon publication of a new issue with the following benefits:*

- **25% price advantage** for IC Standard Subscription compared to single issue
- **Updated reports** every year on fixed dates
- One time a year **free web conference** with the Analyst of the report (presentation of key results, background information, answering of questions)
- **Info-Hotline:** answering of questions with regards to the report and on methodological issues relating to market research
- **Flexible subscription packages:** Alternating countries, product change, etc., if possible. Conditions on request.
- **Easy termination:** After 2 issues each subscription can be terminated easily

*„The IC Market Information System is a rich market intelligence tool for guiding development of a successful business strategy in a dynamic market like the baby product industry.“*

Ms. Eleonore Schut  
Market Intelligence Specialist, Bugaboo



RECARO



BeSafe®

STOKKE

Combi



CONCORD





# Our Market-Intelligence Tools



# Contact Information

If there are any questions please  
do not hesitate to contact us!

**Interconnection Consulting**  
Getreidemarkt 1, A-1060 Vienna

**Mag. Panorea Kaskani- Neuromarketing Consultant**  
Tel: +43 1 5854623 -27  
kaskani@interconnectionconsulting.com

Interconnection Consulting  
Vienna • Bratislava • Buenos Aires • Oberstdorf

[www.interconnectionconsulting.com](http://www.interconnectionconsulting.com)



FAX: +43 1 585 46 23 30  
E-Mail: office@interconnectionconsulting.com



According to the offer we order the  
**IC Customer Insight® Baby Products – Focus Second Hand 2022**  
(Please, print out the order form and mark your desired products)

Please select from the available product groups

- Strollers       Safety Seats       Strollers and Safety Seats

Please choose from the available countries

- Germany       Netherlands       UK       Italy       Spain  
 Total Top 5

One product group (Strollers or Safety Seats)

Subscription – Total Top 5; Price per Year: ..... EUR 5.950,-

Subscription – Single country; Price per Year: ..... EUR 2.950,-

Two product groups (Strollers and Safety Seats)

Subscription – Total Top 5; Price per Year: ..... EUR 9.900,-

Subscription – Single country; Price per Year: ..... EUR 4.900,-

	Single Issue	Subscription*
25% price advantage		✓
Interactive PDF	✓	✓
Full Flexibility – Within the sum of the subscription available country reports can be changed without any additional costs		✓
Web-Conference with the analyst free of charge		✓

In case of interest for a single issue of the report, please contact the responsible analyst.  
Mag. Panorea Kaskani – kaskani@interconnectionconsulting.com – Tel.: +43 1 585 46 23 - 27

# Order Form

## Billing Address: (please fill in the data completely)

Company: \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Post Code/Zip: \_\_\_\_\_  
Country: \_\_\_\_\_  
VAT identification number: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

## Delivery Address: (necessary if different from the billing address )

Company: \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Post Code/Zip: \_\_\_\_\_  
Country: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

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Date

Name

Signature

### \*Subscription:

The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31<sup>st</sup> December. The subscription can be cancelled after two purchases of the study, but not later than 31<sup>st</sup> December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year.

### Terms of Payment

Payable after receipt of invoice without discount or via Credit Card. General terms of business apply, as agreed; any disputes arising will be settled before a competent Vienna court of law. We claim copyright protection for the work. Distribution to third parties, duplication, publication or revision, even in part, is not permitted. In case of violation the company or persons placing the order agree to pay a contract penalty of one hundred thousand Euros in each case. All prices shown exclude sales tax. Interconnection reserves the right to use the client's logo as reference until revocation.