

IC Market Tracking Strollers Worldwide 2020

What Do You Get - Your Benefits at a Glance

Content of the Report

Market Data, Insights and Expertise...



MARKET ANALYSIS

- Historical market data from 2015 – 2019 for the total market development as well as
 - Product Groups
 - Price Segments
 - Distribution Channels
- Forecasts from 2020 – 2023 for the total market as well as each analyzed product group and segment
- Annually updates of the data

COMPETITION ANALYSIS

- Market shares of the top players for 2018/19
 - Market Shares on the total market in value and quantity

MARKET DRIVERS

- Analysis of the most relevant market drivers such as GDP, disposable incomes, public spending, labor market, demographics, etc.
- Continuous updates of the data



Market & Competition Analysis

Market Volume

Market Growth

Trends

Market Shares

What Do You Get - Your Benefits at a Glance

Presentation of the Data and Deliverables

Market Intelligence Tool Access and Deliverables

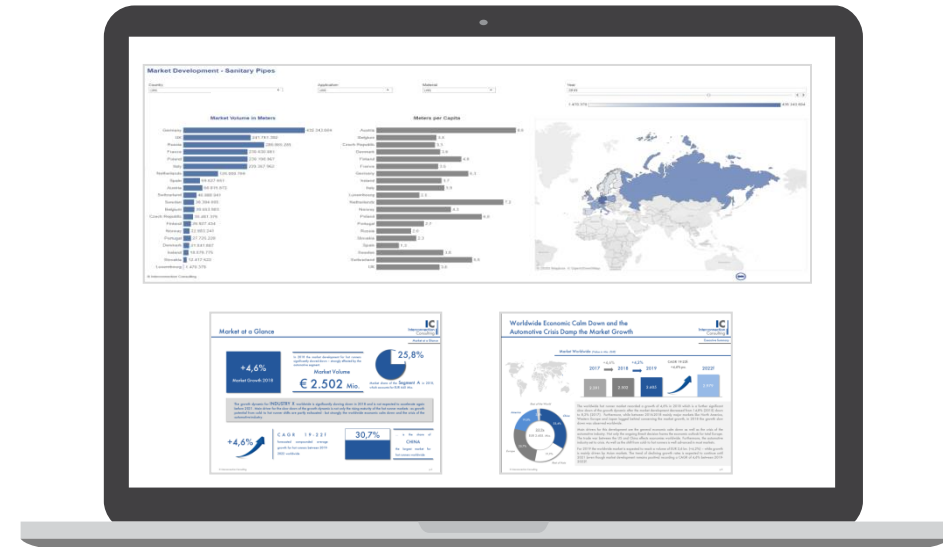


ONLINE-COCKPITS

- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- User-friendly and intuitive operation of the dashboards
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, every time
- Download and extract of the data from the dashboards

EXECUTIVE REPORTS

- PDF report including key facts of the report and background information about forecasts, trends and the competitive landscape
- Infographics summarizing the market and providing regional comparisons and contrasts



Market Intelligence Tool and Reports



Online Dashboards

Executive Reports

IC Market Tracking Safety Europe Top 7

- Benelux
- France
- Germany
- Italy
- Nordics
- Spain
- UK

Market by

Product Group		Type of System	Distribution Channel	Price Segment (at POS Prices)
Buggies	Tandem	Duo Seat	Boutiques	<50€
Ultralight	Prams	Duo Carrycot	Mass Market	50€-100€
Compact		Systems with 3 Wheelers	Chain Specialised Dealers	100€-250€
Comfort		Systems with 4 or more Wheelers	Online Only	250€-500€
3 Wheelers		Sold alone		500€-1000€
				>1000€

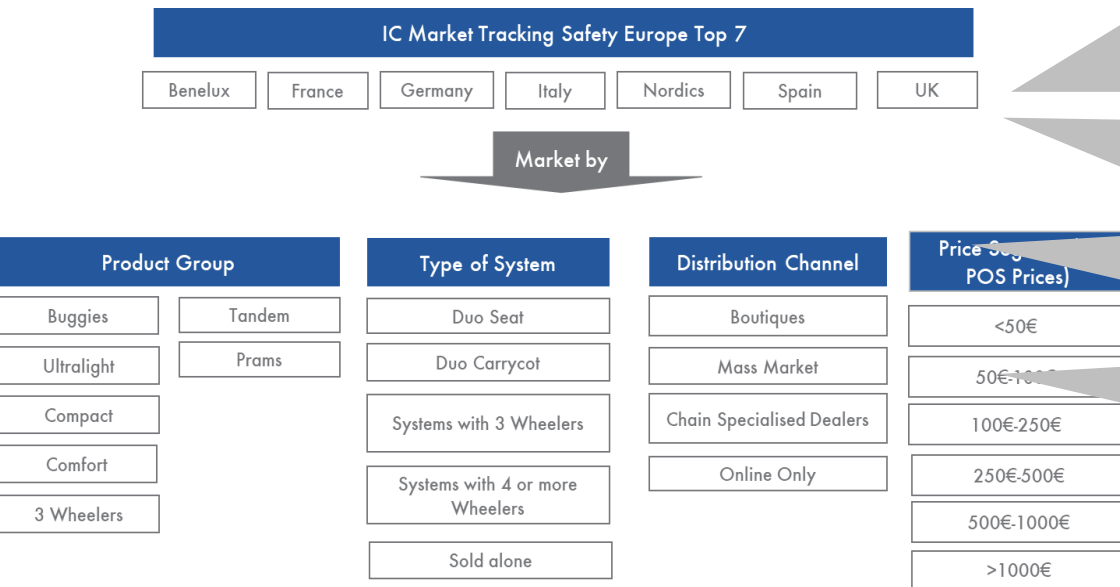
For each segment the total market and market shares of the top players for the last two years and forecasts for the next three years are available in the study

Product Groups

Turnover is stated in Mio Euro. Values are always Net-Turnovers (No List-Prices), discounts included. Quantities are given in Units

Buggies	Ultra light pushchair (less than 7kg), umbrella folding type or similar folding
Ultralight Compact	Ultra compact stroller cabin proofed, 'luggage' folding type
Compact	Compact pushchair (standard folding) with 4 or more small wheels
Comfort	Classic stroller with 2 smaller wheels and at least 2 wheels larger than than 10"/25 cm (or with 4 large wheels)
3- Wheelers	All pushchairs having 3 wheels, with the exception of buggies (<7kg) and tandem with 3 wheels.
Tandem	Pushchair for twins and siblings with 2 or more baby seat units, including 3 wheelers with two or more seats
Prams	Pushchair with carrycot (the carrycot can be removable but it can not be transformed in a stroller)

Market Structure - Interpretation



For each segment the total market and market shares of the top players for the last two years and forecasts for the next three years are available in the study

- Market data is available for each country/region separately as well as aggregated for the country package purchased.
 - Each country/regional report includes data for all product groups separately as well as aggregated for the total market of strollers in terms of value and quantity
 - The total market is broken down by Price Segments and Distribution channels only in terms of quantity
 - ⇒ For instance – the total amount of sold strollers for the price segment 250\$-500\$ is available in the report , as well as for ‘online only’/offline channel.
- Total market shares are available for each country/region in terms of quantity and value.
- ⇒ For instance – market shares for strollers sold in UK in 2018 and market shares development for 2019 are available.

The Unique Mix of Methods and Approaches for Reliable Market Analysis



SELL-IN

The analysis measures Sell-In data. Sales from the manufacturer to the first distribution partner. OEMs are not taken into account.



Survey with Manufacturer & Experts

Basis of the analysis are surveys - electronic questionnaires and telephone interviews - with the most important manufacturer as well as interviews with industry experts.



Market Calculation Model

Industry relevant market drivers are taken into account in a market calculation model to determine the total market volume and forecasts.

The strong focus on interviews within the industry is clearly our **USP**
“Only who talks with the industry knows what’s going on!”

The Market Intelligence Tool

Dashboards - The Best Way to Work with Data

A picture says more than 1000 words

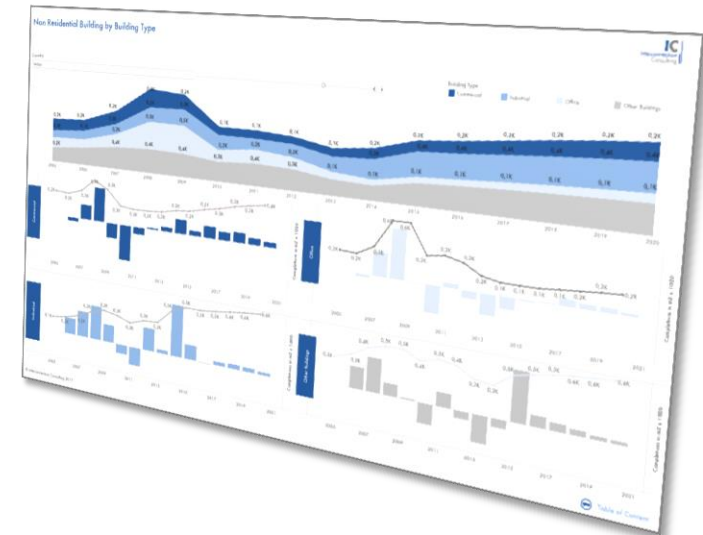
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

- Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.

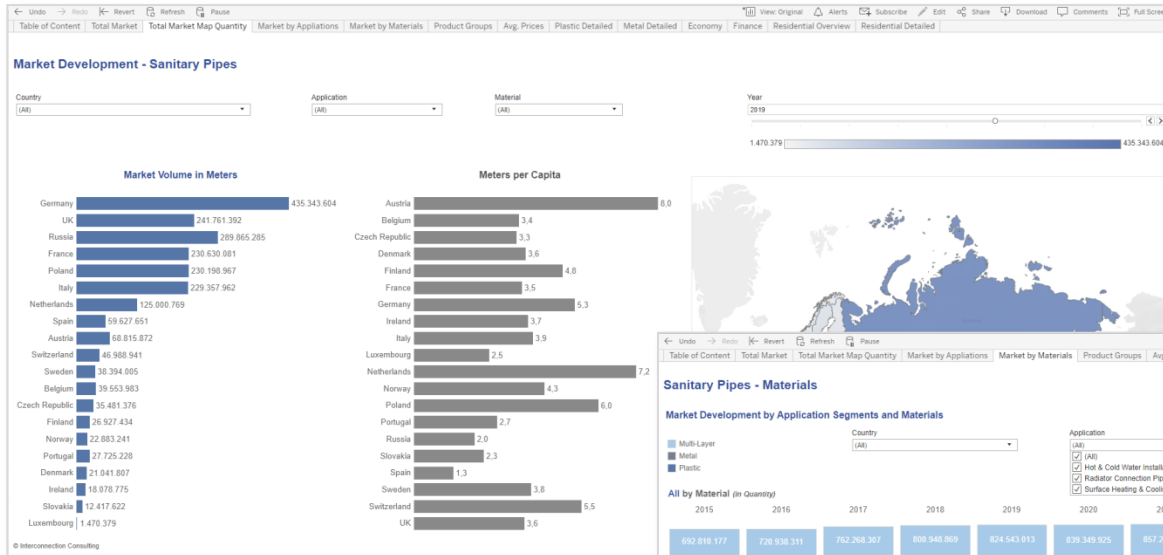
Easy online accesability

- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file

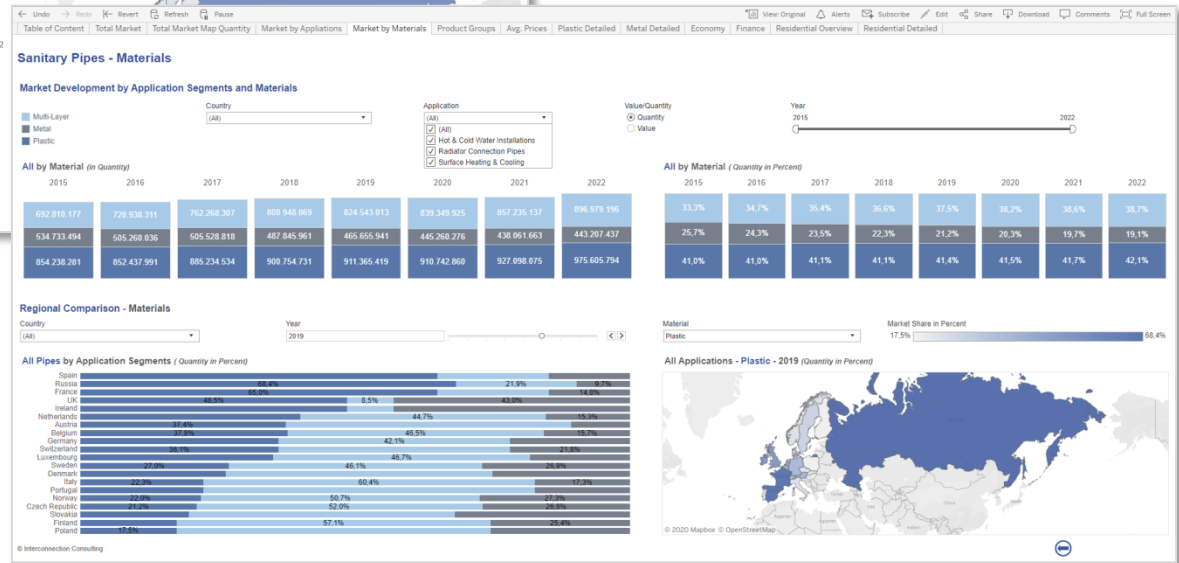


In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is waived as well as for any subscription order exceeding 2 countries or regions. For all other options, price for Tableau cockpit costs € 500,-.

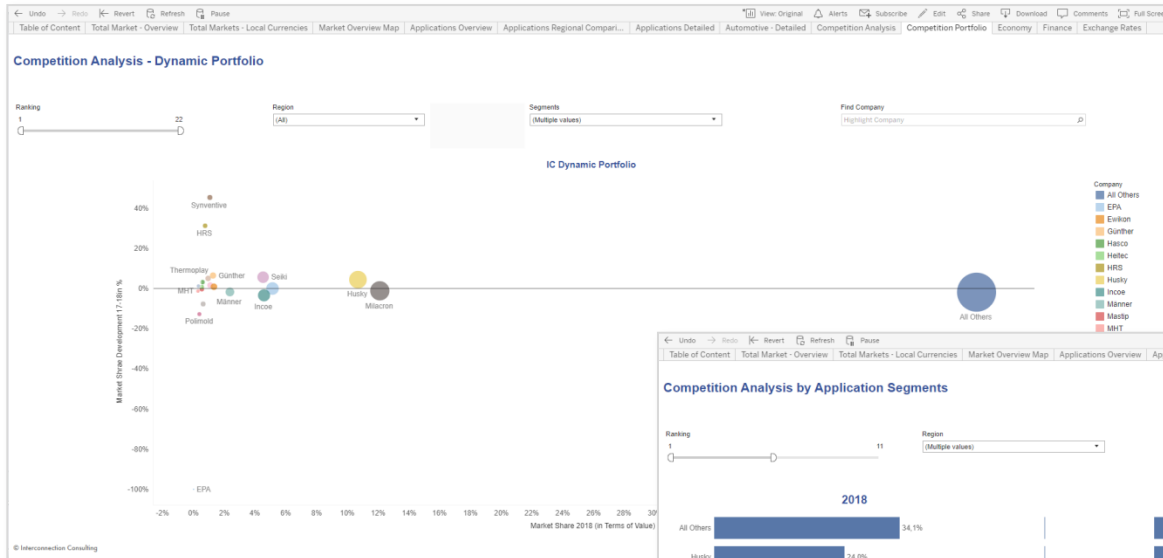
Sample Cockpits for Market Analysis Data



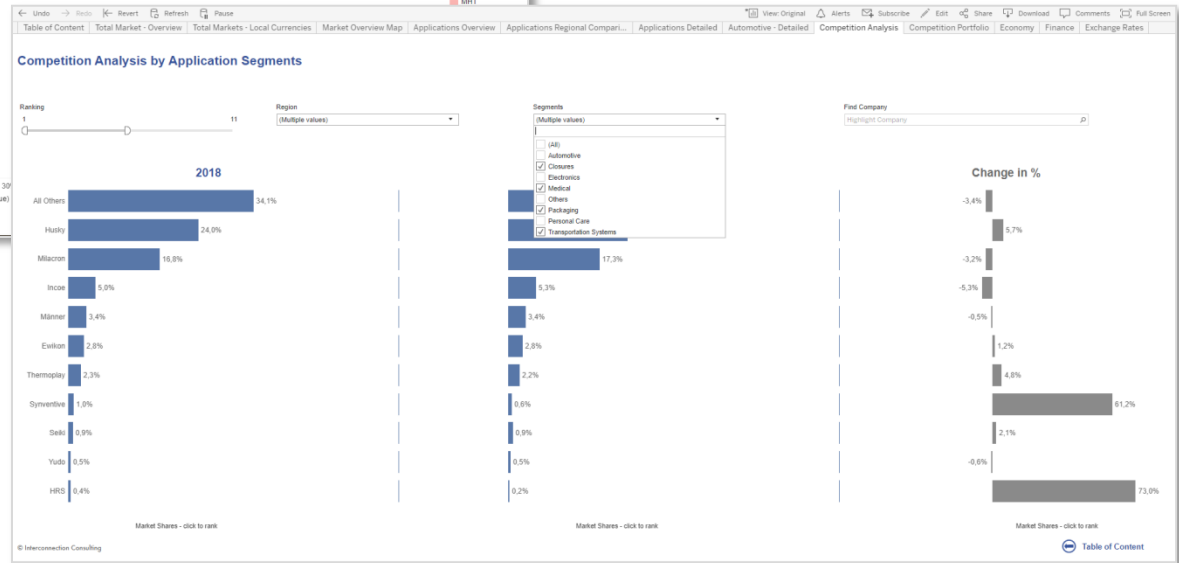
This chart contains fictive data

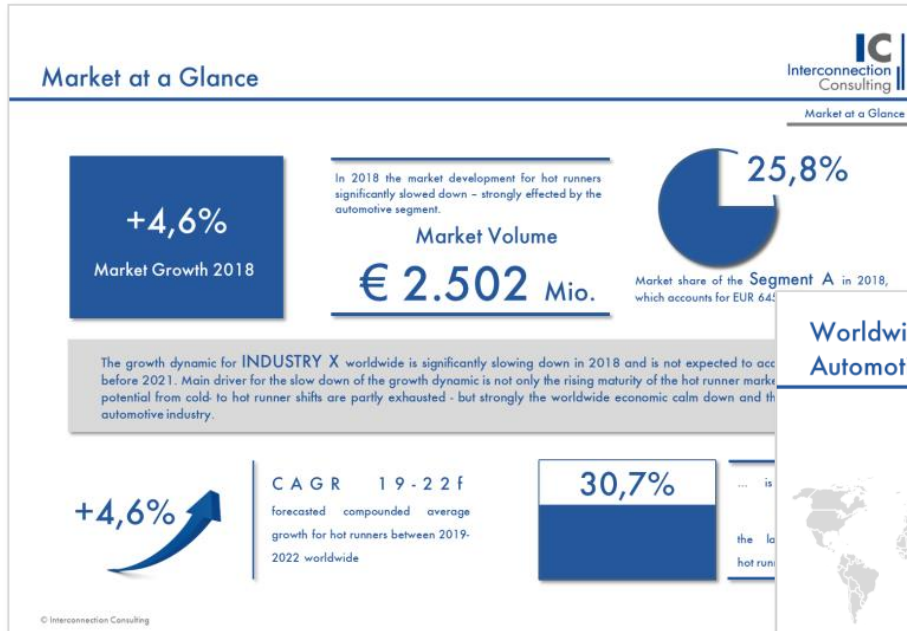


Sample Cockpits for Competition Data

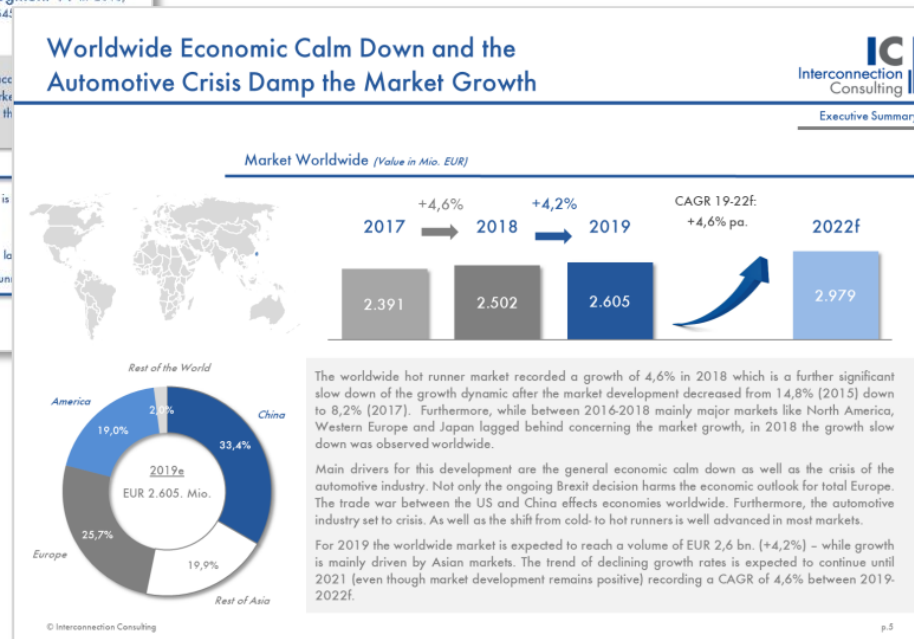


This chart contains fictive data





Executive Summary as PDF (fictive data)



Executive Summary as PDF (fictive data)

Investment Plan for Your Market Research

IC Market Tracking® Safety Seats Europe Top 7

Prices & Conditions

	Subscription *	Single Issue	Scale of Discounts
Package – 7 Countries **	€ 7.350,-	+25% for Single Issues	>From 4,000€ 20% >From 7,400€ 33% >From 10,000€ 40%
Single Country Report	€ 1.750,-		

Verfügbare Länder	BNL	ESP	FRA	GER
	NE	UK	ITA	



- * **Subscription:** 25% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is automatically extended by one more year. The price is the individual price for each year. Price changes must be announced by Interconnection at least six weeks before 31st December.
- ** Package Price taking the scale of discounts already into account.

In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is included as well as for any subscription order exceeding 2 countries or regions. For all other options, license costs for Tableau cockpits are € 600,-/license.

"IC is a permanent partner of ours and provides helpful data for decisions."

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe





Our Market-Intelligence Tools



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

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