

**IC Market Tracking  
Strollers and Buggies  
Europe  
2021**

# What Do You Get - Your Benefits at a Glance

## Content of the Report

### Market Data, Insights and Expertise...



#### MARKET ANALYSIS

- Historical market data from 2016 – 2020 for the total market development as well as
  - Product Groups
  - Price Segments
  - Distribution Channels
- Forecasts from 2021 – 2024 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 2019/20
- 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

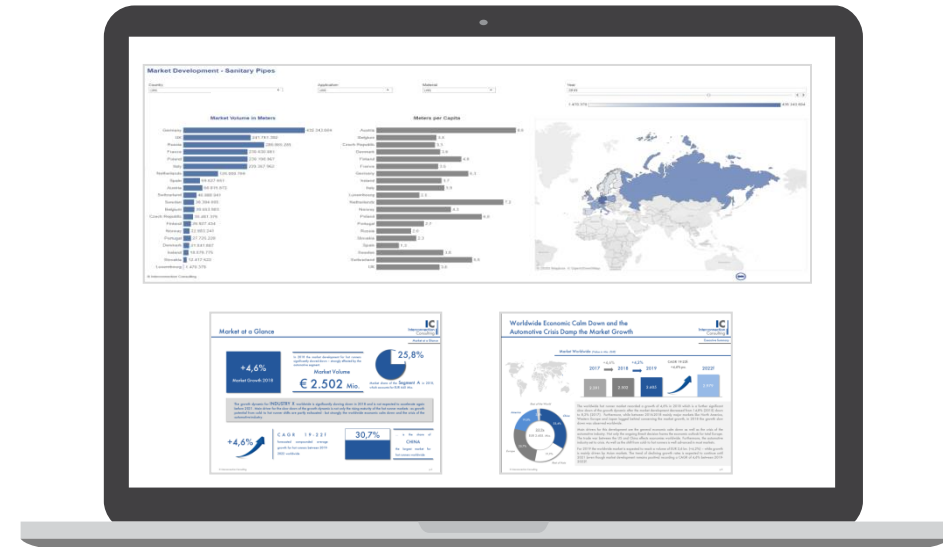


#### ONLINE-COCKPITS

- 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

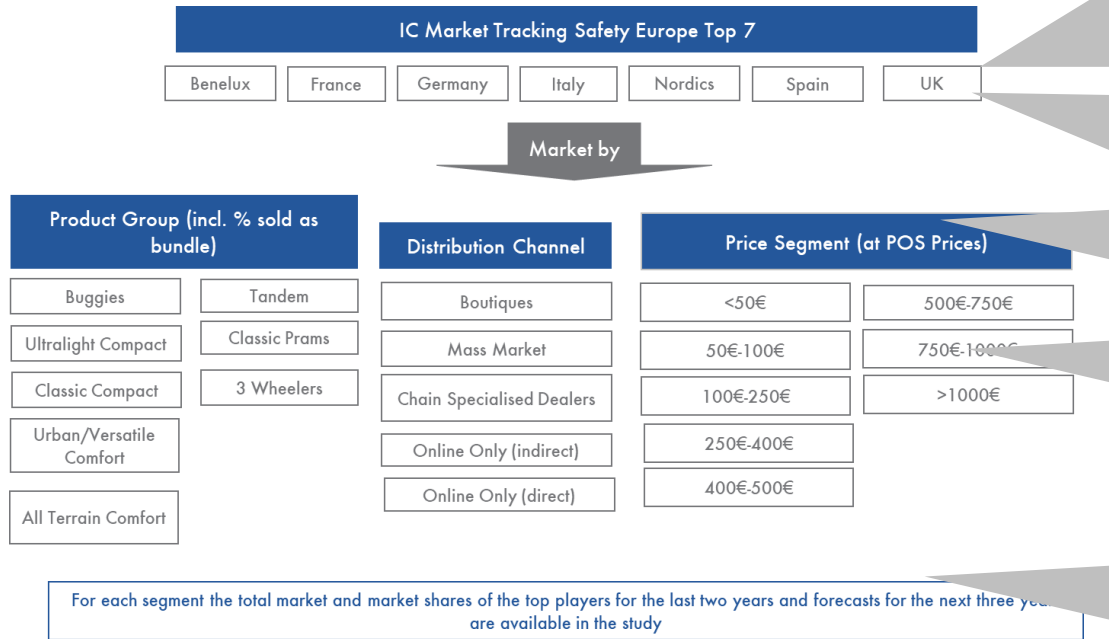
Market by

Product Group (incl. % sold as bundle)		Distribution Channel	Price Segment (at POS Prices)	
Buggies	Tandem	Boutiques	<50€	500€-750€
Ultralight Compact	Classic Prams	Mass Market	50€-100€	750€-1000€
Classic Compact	3 Wheelers	Chain Specialised Dealers	100€-250€	>1000€
Urban/Versatile Comfort		Online Only (indirect)	250€-400€	
All Terrain Comfort		Online Only (direct)	400€-500€	

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	Lightweight/buggy second age with small wheels, mainly umbrella folding. Weight not strictly defined, but usually below 7 kg.
Ultralight Compact	From birth stroller (either with carry cot -soft or hard shell- and/or infant car seat compatibility) that folds itself in luggage-like bundle, mostly cabin-size (but not mandatory), but only within an upper weight limit of 8.5 kg (above 8.5kg are included in Classic Compact) and 65cm x 55cm x 30cm folded dimensions
Classic Compact	All strollers with small wheels (less than 10"-25cm) and folding dimensions above ultra compact strollers (65cm x 55cm x 30cm folded dimensions) and max weight of 10kg (above 10 kg are included in Urban/Versatile Comfort).
Urban/Versatile Comfort	Stroller with car seat and carrycot compatibility (soft and hard shell carrycot), back wheels bigger than front ones and weighting more than 10kg.
All Terrain Comfort	All strollers with large all-terrain wheels (bigger than 10"-25cm), suspension and with weight more than 10kg.
3- Wheelers	All pushchairs having 3 wheels, with car seat and carrycot compatibility (soft and hard shell carrycot) and weighting more than 10kg. Included are also jogging strollers which are traked as % of total 3-wheelers.
Tandem	Pushchair for twins/siblings with 2 or more baby seat units, including 3 wheelers with two or more seats. Not included comfort sold with additional siblings' seat.
Classic Prams	Equipped classic pram with all 4 big wheels, equipped with carrycoat (as basis) + reversible seat unit as add-on.

# Market Structure - Interpretation



- 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

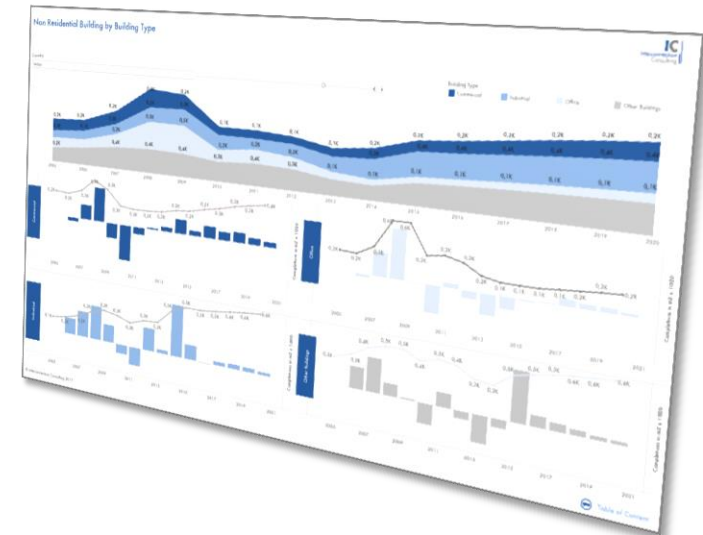
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

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

Easy online  
accessability

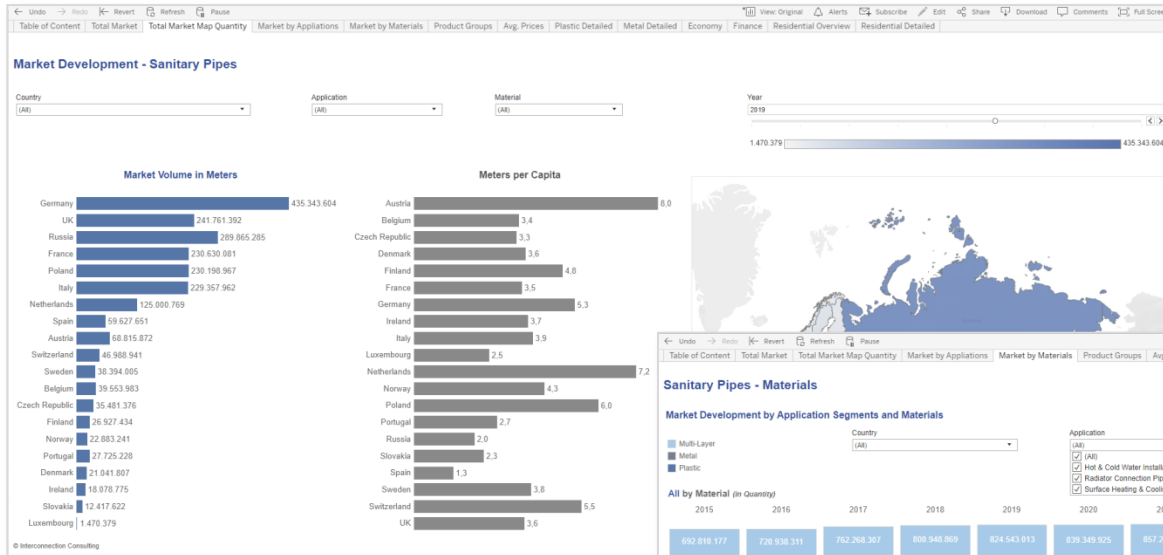
- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file



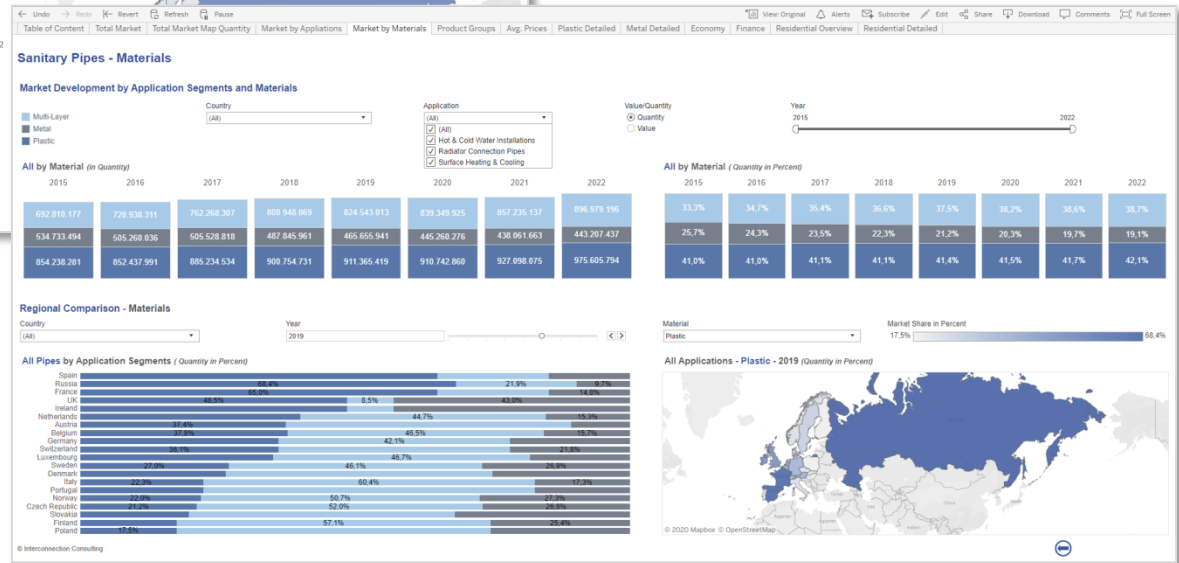
*In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is waived as well as for any subscription order exceeding 2 countries or regions. For all other options, price for Tableau cockpit costs € 500,-.*



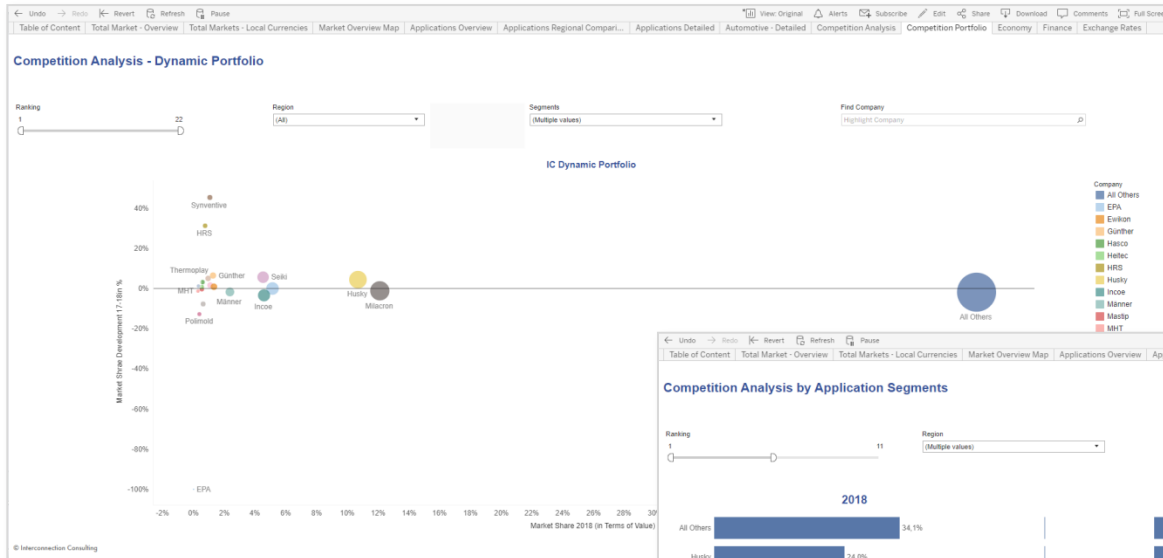
# Sample Cockpits for Market Analysis Data



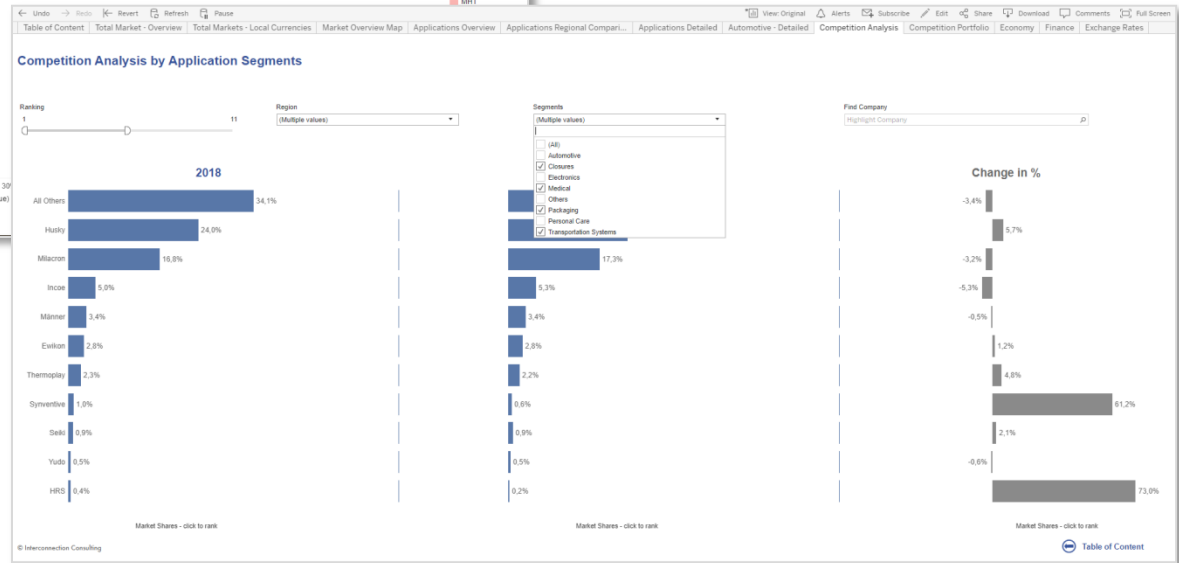
*This chart contains fictive data*

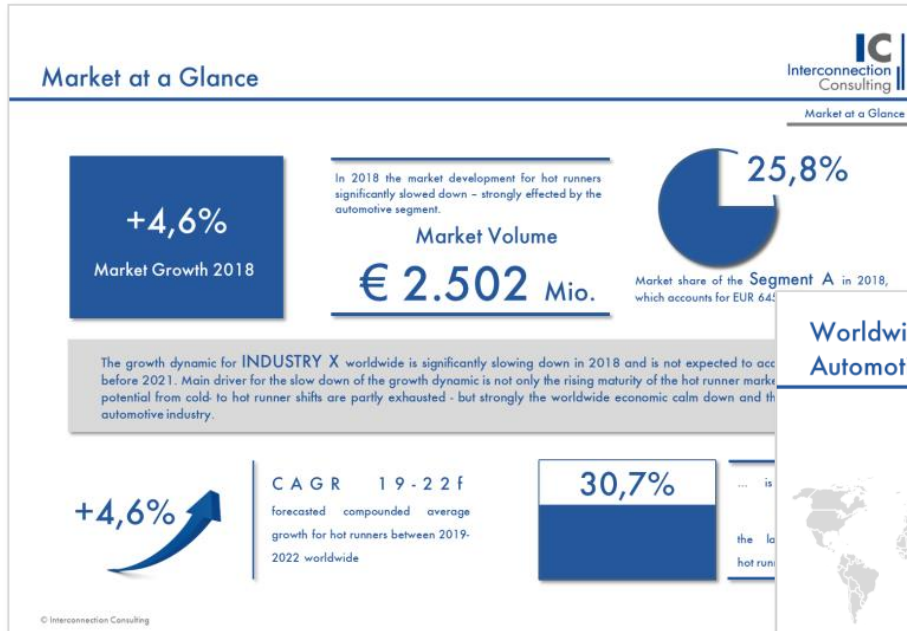


# Sample Cockpits for Competition Data

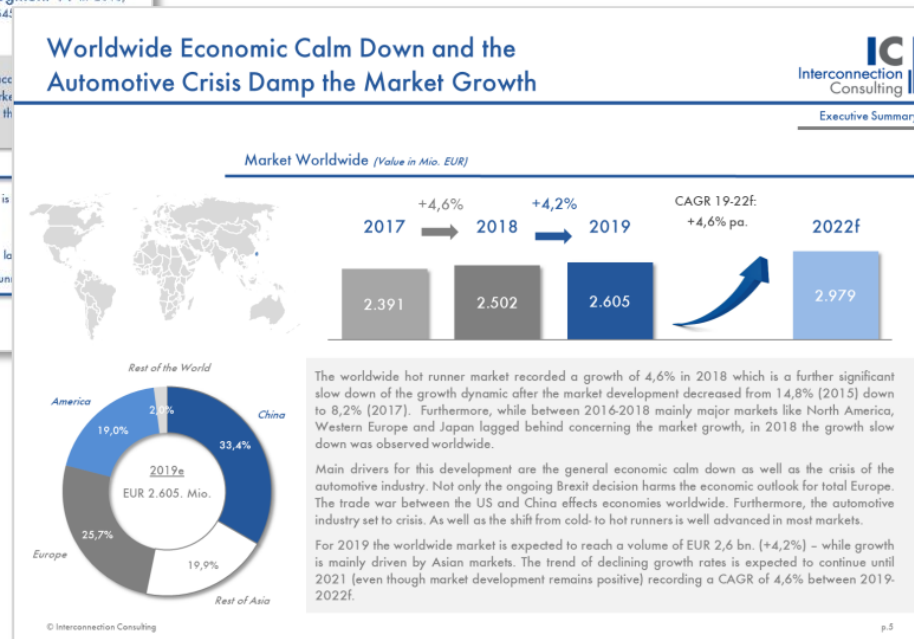


*This chart contains fictive data*





Executive Summary as PDF (fictive data)



Executive Summary as PDF (fictive data)

# Investment Plan for Your Market Research

IC Market Tracking® Strollers and Buggies Europe Top 7

Prices & Conditions

	Subscription *	Single Issue
Package – 7 Countries**	€ 11.950,-	+25% for Single Issues
3 Country Reports	€ 7.450,-	
1 Country Report	€ 2.950,-	

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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