

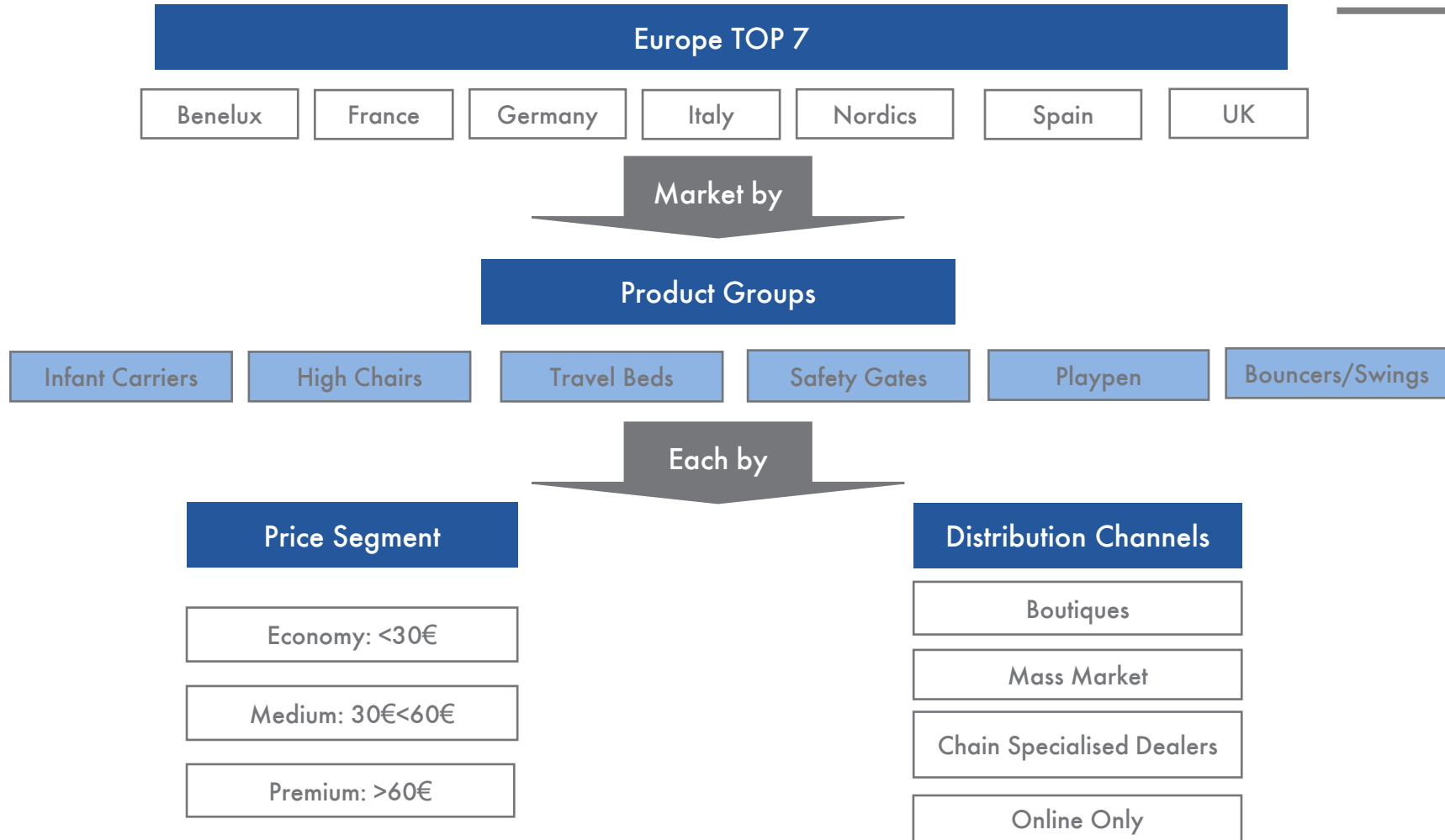


IC Market Tracking
Indoor Baby Products
in Europe TOP 7
2018

Your Benefits at a Glance

- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ A detailed **representation of the key markets by country and forecasting until 2021** based off of our econometric forecast model.
- ✓ **A competition analysis** containing detailed **market shares** in terms of:
 - The total market
 - Price segments
 - Distribution channels
 - Competition Analysis
- ✓ **Graphic representation, interactive charts and tables** which allow for rapid application and utilization of the provided data.





For each product group, we will provide an independent report with the total market development, the development of all segments, market shares of the TOP 10 players (2016-2018) plus forecasts for the next three years.

Definition and Demarcation

Product Groups

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

High Chairs

Traditional chair to feed a young child. It has 4 long legs and a detachable tray.



Bouncers/ Swings

Seats with a full size frame. Some can bounce, some with activities above baby's head



Travel Beds

Bed for babies that can be folded and easily transported.



Playpen

A small area closed with barriers in which the baby can safely play.



Infant Carriers

Supporting device worn by an adult for holding an infant in the front or in the back. Full, buckle, half buckle, slings and wraps are included. **NOT INCLUDED:** Baby carriers used for hiking.



Safety Gates

Gates used to prevent the baby to go down the stairs or to other dangerous areas. **NOT INCLUDED:** gated playpens, which are included in the category playpen



Price Segments

Economy: <30€

Medium: 30€<60€

Premium: >60€

Price segments has to be considered as sell-in prices, excl. VAT.
No POS prices.

Distribution Channel

Boutiques

Independent small shops specialized in baby products.

Mass Market & Others

Any retailer selling various types of products and not specialized in baby products; mainly supermarkets or department stores – e.g. El Corte Inglés, REWE, Karstadt, Carrefour, Metro, Tesco... and Original Equipment Manufacturers (sales directly to car manufacturers).

Chain Specialized Dealers

Stores that share a brand and central management and sell baby & children's products - e.g. Toys"R"Us, Modern Baby, Mothercare, etc.

Online Only Stores

Any form of electronic commerce which allows customers to buy goods on the Internet – e.g. Amazon.com. (Traditional stores which have also online shops are not included into this category).

Abbreviations

CAGR

Compound Annual Growth Rate over the period 2018 - 2021

Avg. Share

Average Share over the period 2018 - 2021

Distribution Channel

Boutiques

Independent small shops specialized in baby products.

Mass Market & Others

Any retailer selling various types of products and not specialized in baby products; mainly supermarkets or department stores – e.g. El Corte Inglés, REWE, Karstadt, Carrefour, Metro, Tesco... and Original Equipment Manufacturers (sales directly to car manufacturers).

Chain Specialized Dealers

Stores that share a brand and central management and sell baby & children's products - e.g. Toys"R"Us, Modern Baby, Mothercare, etc.

Online Only Stores

Any form of electronic commerce which allows customers to buy goods on the Internet – e.g. Amazon.com. (Traditional stores which have also online shops are not included into this category).

Abbreviations

CAGR

Compound Annual Growth Rate over the period 2018 - 2021

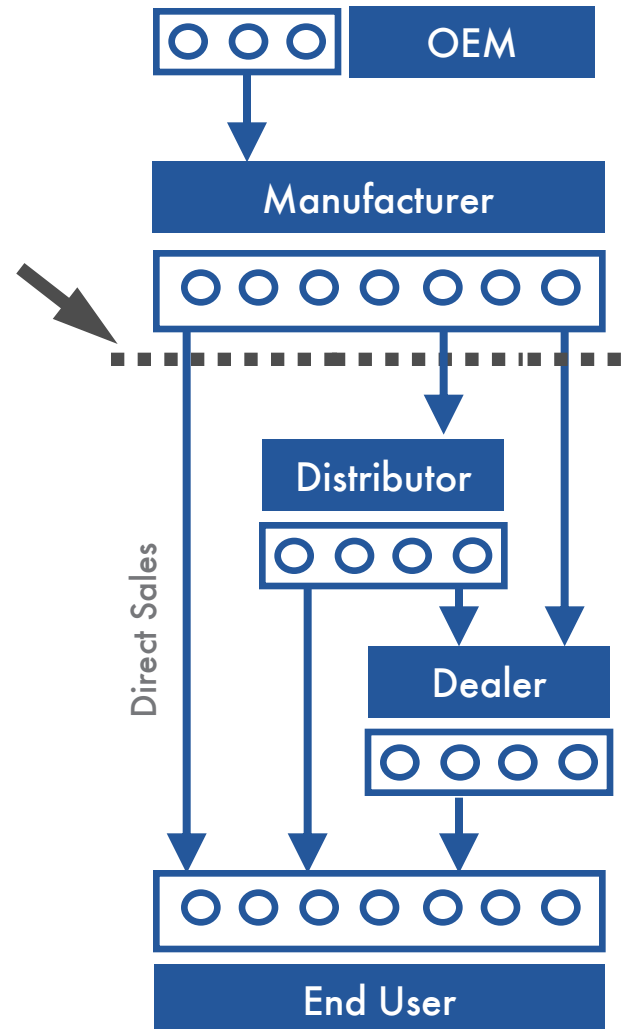
Avg. Share

Average Share over the period 2018 - 2021

What Do We Measure in Our Reports?

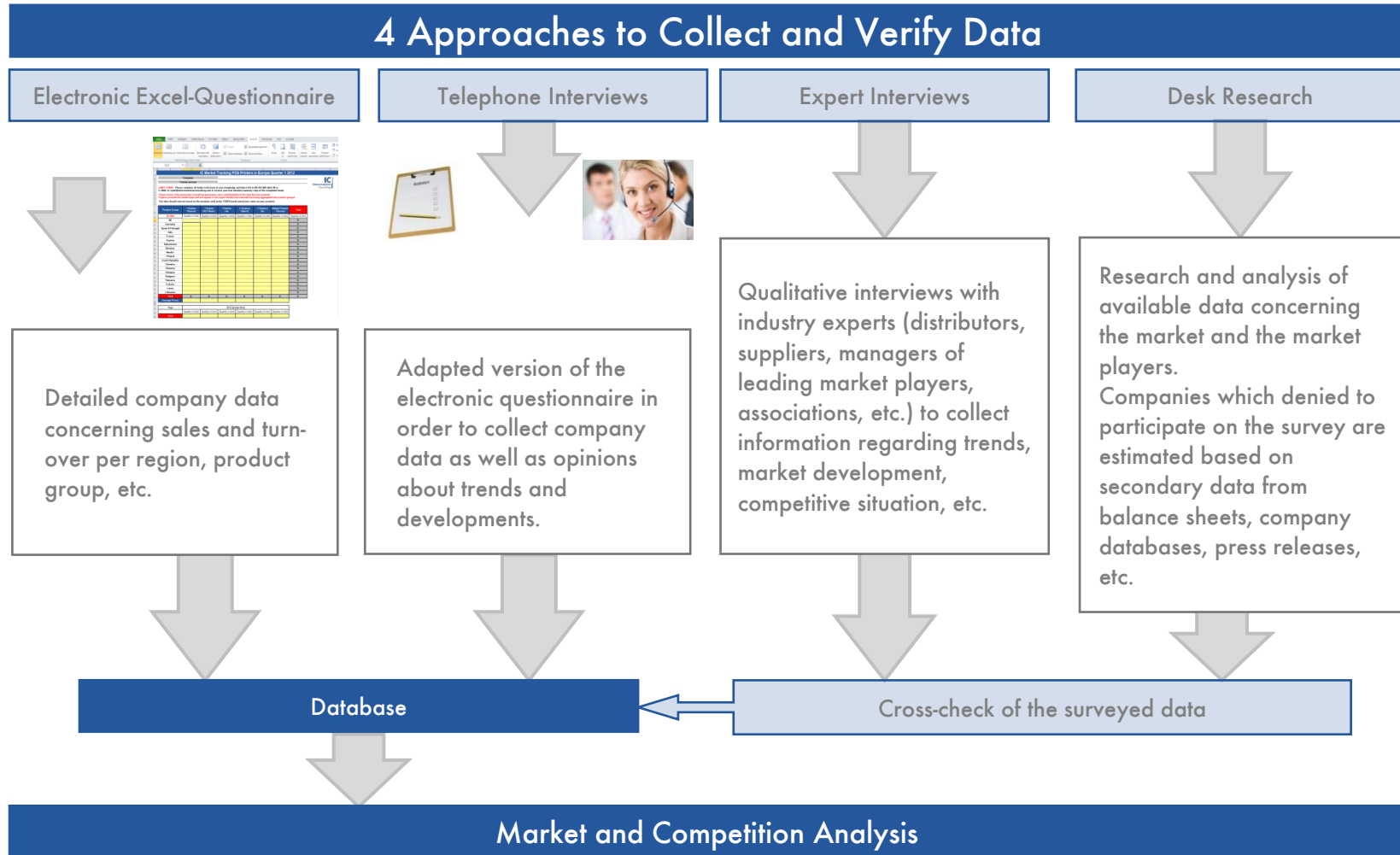
Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

Sales are segmented by the first distribution partner.



The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.



Description of the Report

The IC Market Tracking® is modularly built and consists of the following sections:

- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on consumer behaviour, main economic indicators, etc.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as regions, product groups, and ways of distribution. A forecast for the next years is an essential part of this analysis.
- The **Competition Analysis** shows in detail the development of the top companies in the market by finding out about the market shares in different categories, changes in market position, benchmarks, average prices, etc.

Content of the Report *

1. Executive Summary	(ca. 10 pages)
2. Definition and Methodology	(ca. 5 pages)
3. Market Drivers	(ca. 20 pages)
4. Regional Market Analysis and Forecast	(ca. 20 pages)
5. Competition Analysis	(ca. 20 pages)
6. Tables, Facts and Figures	Pivot Table

* Pages based on single country report

IC Cockpit-Solution

Online Tool with Interactive Dashboards Presenting the Data

A picture says more
than 1000 words

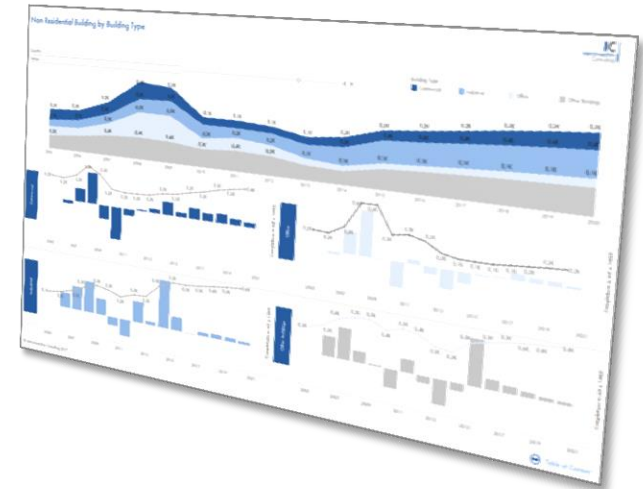
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

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



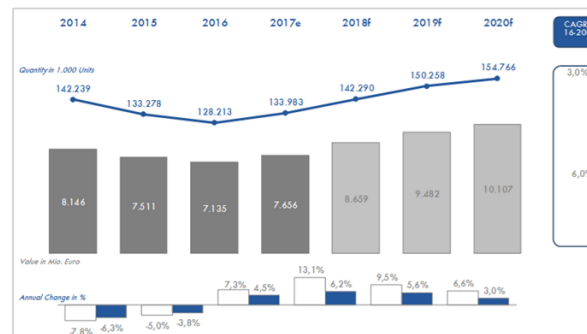
Software license costs are EUR 600,- in case of purchase of one country report. Software license costs are included when more than one country report are purchased.

Executive Summary at the Beginning of the Report

- The executive summary comprises all relevant information of the report in precise manner. Forecast and
- competition situation is highlighted
- *This chart shows dummy figures.*

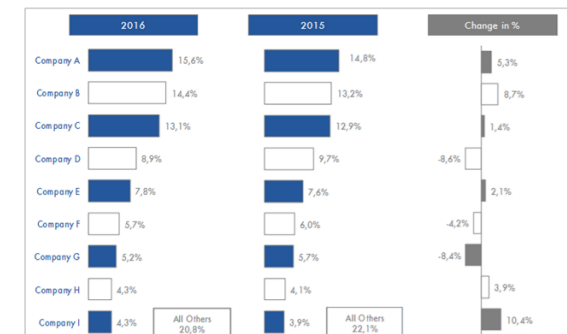
Market Grows With Constant Pace

Total Market: Infant Carriers Market in Country X



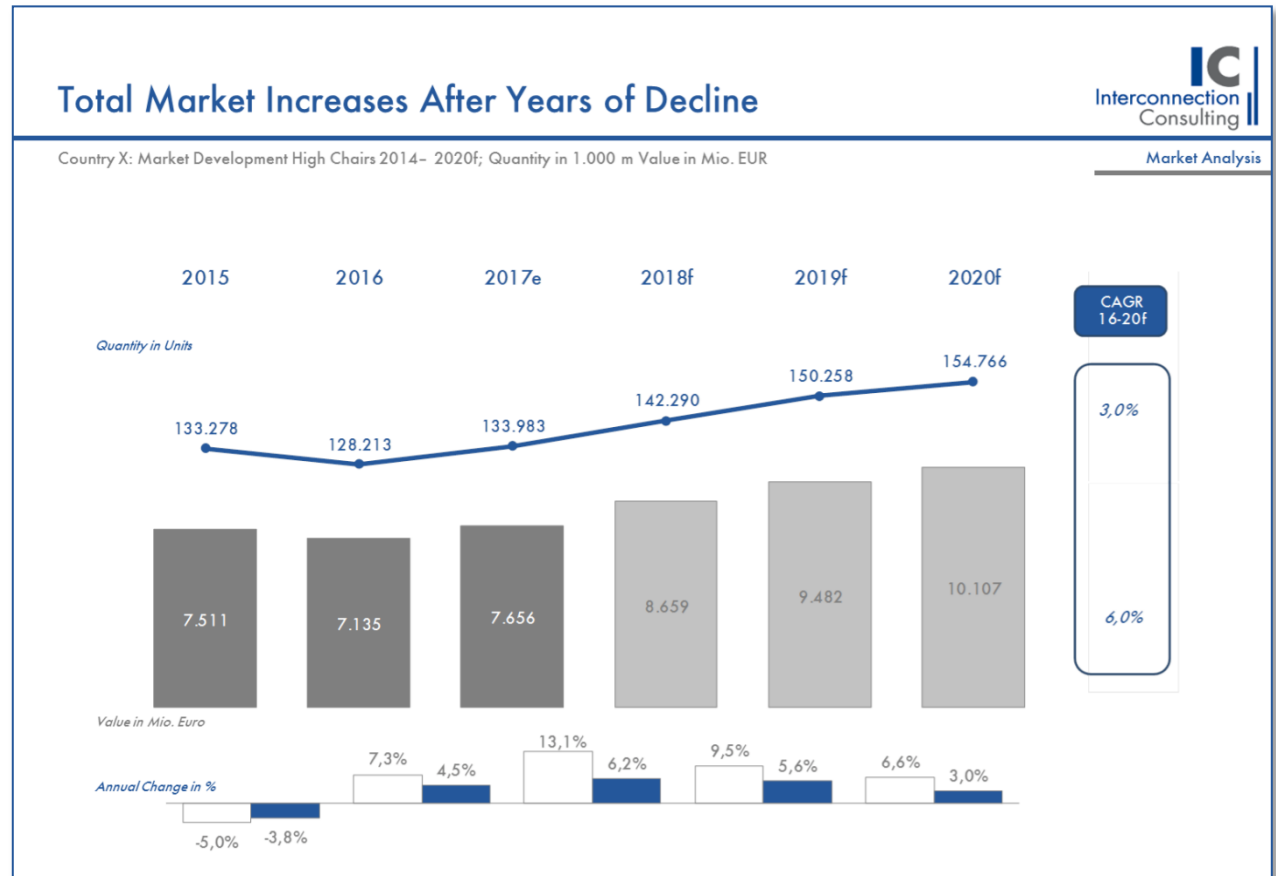
- The top two companies performed above average. Hence, they could increase their market shares. Company G in contrast resulted in financial difficulties which directly influenced the production lines.
- Additionally, more and more competitors from Asia are entering the market. This will lead to fierce competition within the next years.

- The infant carriers market has been witnessing a constant growth in recent years. For the upcoming year all signs point to a similar development. The market will grow by 3,1% in terms of quantity.
- Key driver behind this development is the demographic boom which was induced by government family policies last year.



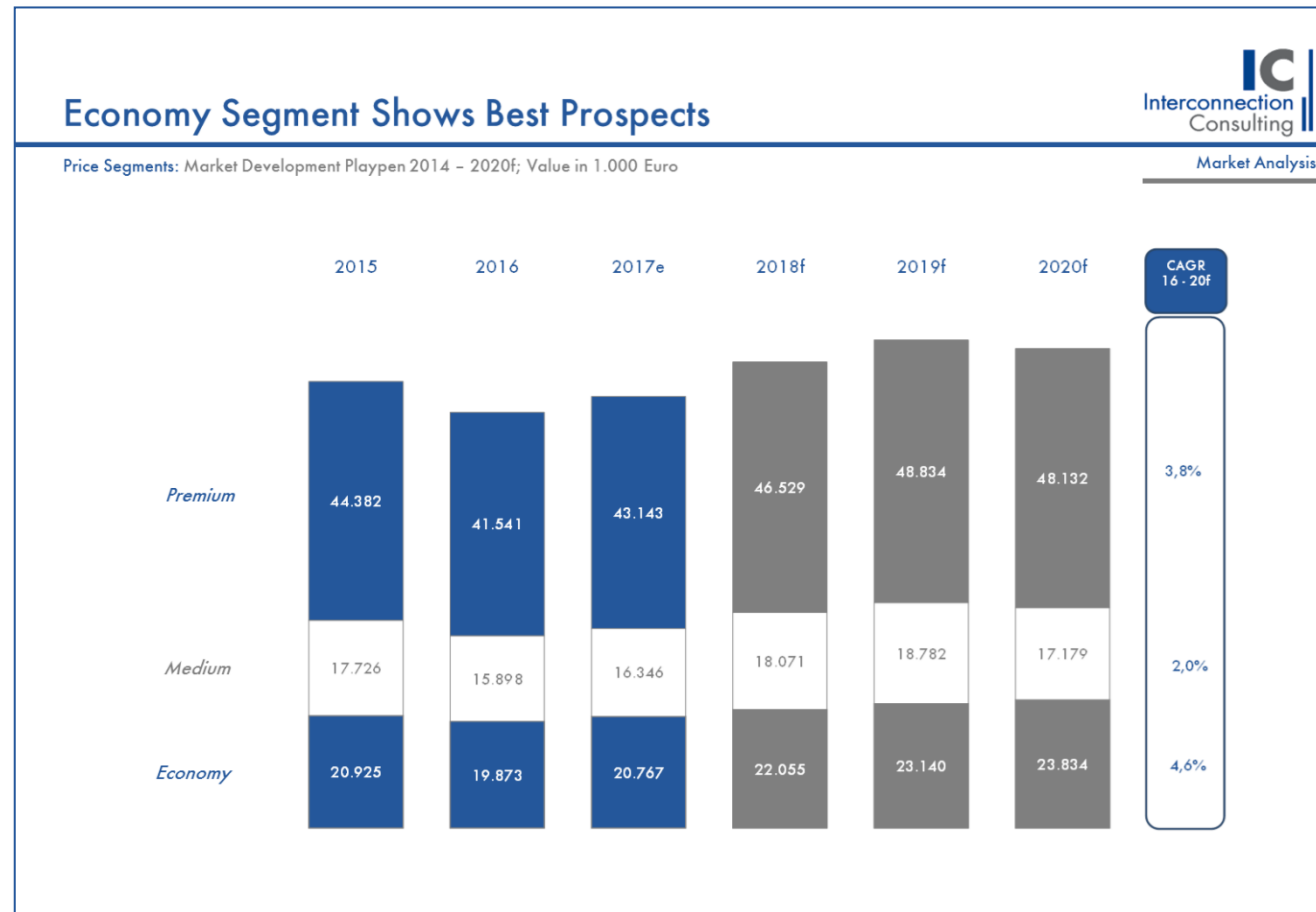
Total Market Development and Forecast

- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- *This chart shows dummy figures.*

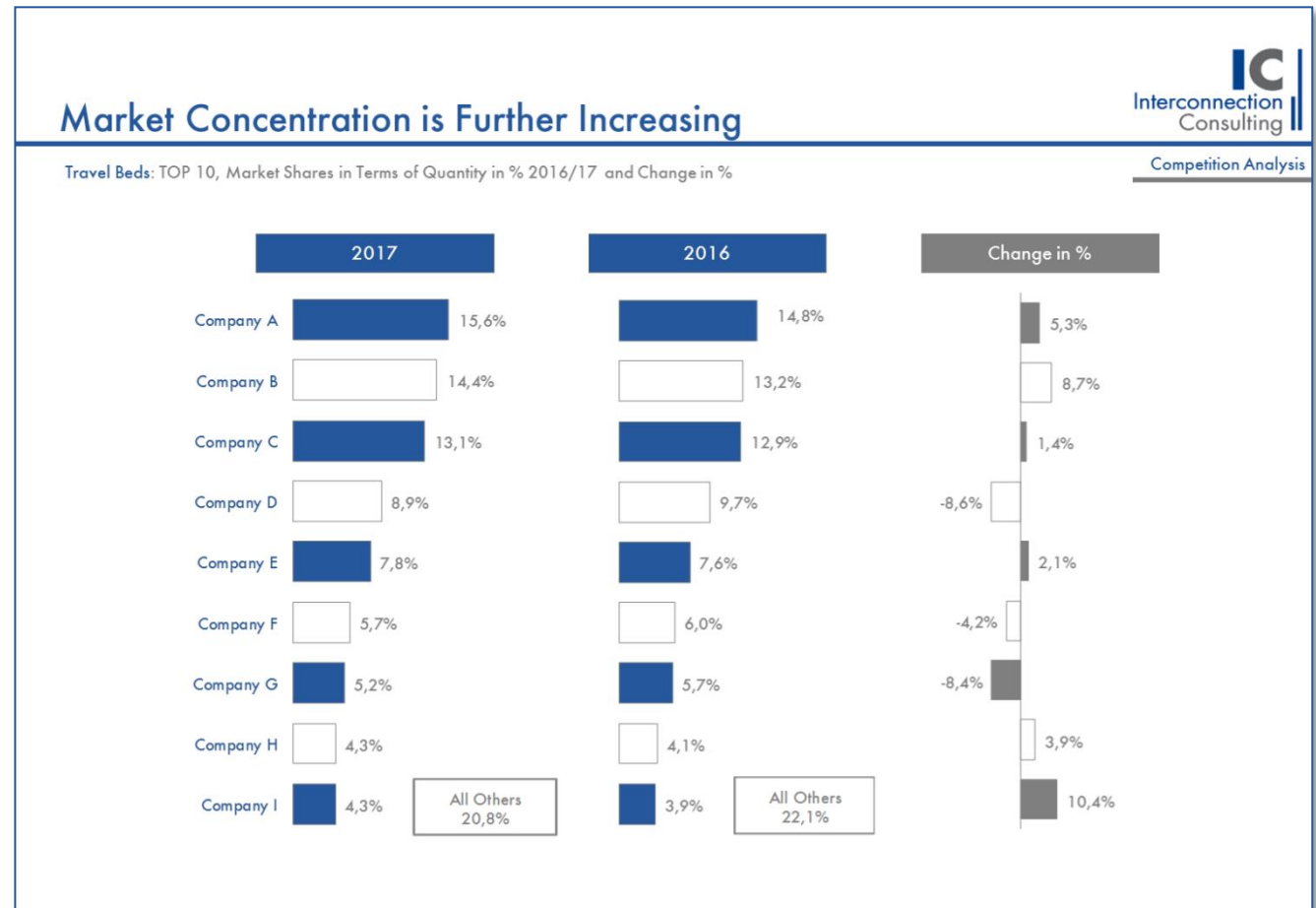


Product Group Development

- Overview of the Product Group Segmentation, Distribution Channels, price Segments as well as a Forecast for the upcoming three years.
- *This chart shows dummy figures.*



- Detailed description of the most important Companies in the examined market by reference to market shares, changes, BCG-Portfolios, etc.
- *This chart shows dummy figures.*



Investment Plan for Your Market Research

IC Market Tracking® Indoor Baby Products Worldwide 2018

Prices & Conditions

IC Market Tracking Europe TOP7	Subscription*	Single Issue	Scale of Discount (2 reports or more)
Baby Carriers	4.950,-	+25% for Single Issues	>From 4,000€ 20% >From 7,400€ 33% >From 10,000€ 40%
High Chairs	4.950,-		
Travel Beds	4.950,-		
Bouncers/Swingers	4.950,-		
Safety Gates	4.950,-		
Playpen	4.950,-		
IC Market Tracking All Product Groups	17.820,-		

* IC 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 extended by one more year. 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 31st December.

Price includes an interactive PDF Document. All prices shown exclude sales tax



Our Market-Intelligence Tools



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

Interconnection Consulting
Getreidemarkt 1, A-1060 Wien

Dr. Stefano Armandi – Market Analyst

Tel: +43 1 5854623 -54

Fax: +43 1 5854623 -30

armandi@interconnectionconsulting.com

Dr. Frederik Lehner – Managing Director

Tel: +43 1 5854623 -11

Fax: +43 1 5854623 -30

lehner@interconnectionconsulting.com

Interconnection Consulting
Vienna • Bratislava • Lviv • Buenos Aires • Oberstdorf

www.interconnectionconsulting.com



we show you the way

Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 75/ per Country
- Optional: Hard Cover

Prices

Detailed Information about prices, special offers, scale of discount as well as subscription prices are presented within the order form or the interactive price calculator.



Options of ordering – Fax:+43 1 5854623 30

- Click „Buy Now“ on the website and make your order with the interactive price calculator.
- Print out your order form (at the end of the “Full Details” document and fill in your data.

Content of the Market Report

Structure of the Study

Language of the report

English, Spanish on Request

Introduction, Market Structure & Executive Summary

Definition and demarcation of product groups, regions and methodology; summary of study results

Market Drivers

Key economic factors influencing the market: consumer behaviour, main economic indicators etc.

Import & export statistics

Total Market Analysis

Total market development and forecasts for all market segments in quantity and value by regions, product groups, system types and distribution channels

Competition Analysis

Market development by value for each region and segment. Market shares of the top manufacturers for each region and for system for the last two years.

Market Structure

Product Group

Baby Carriers, High Chairs, Travel Beds, Playpen, Bouncers/Swingers, Safety Gates

Distribution Channels

Boutiques, Mass Market, Specialized Dealers, Online Only

Price Segments

Economy, Medium, Premium

Methodology

Methodology and Data Sources

The market and competitive analysis is conducted through interviewing the most important manufacturers in the respective industry. All data are cross-checked for plausibility and evaluated by means of additional sources of information.

The market models and forecasts are based on economic indicator models, which are developed individually for each market. The influencing factors are analysed by means of multivariate regression analysis and updated each year.

The economic indicators and environmental data are a result of secondary research of prestigious statistical institutes and are supplemented by internal market analyses.