



IC Market Tracking  
**Strollers**  
in Europe TOP 7  
2019

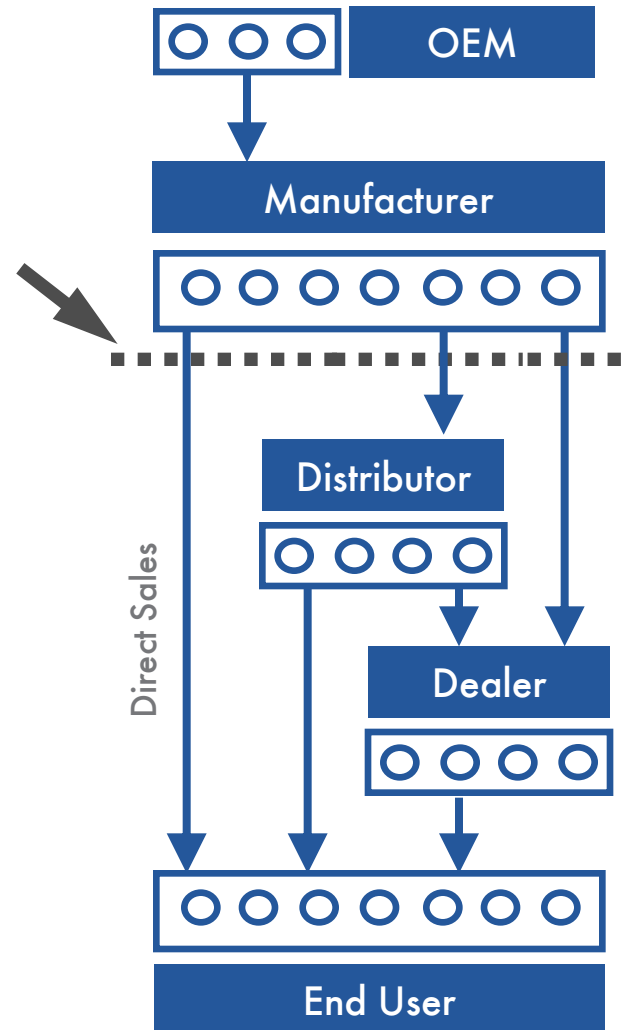
- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ A detailed **representation of the key markets by country and forecasting until 2022** based off of our econometric forecast model.
- ✓ **A competition analysis** containing detailed **market shares** in terms of:
  - The total market
  - Product groups
  - Distribution channels
  - Competition Analysis
- ✓ **Graphic representation, interactive charts and tables** which allow for rapid application and utilization of the provided data.



# 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.

## 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€
Compact	Prams	Duo Carrycot	Mass Market	50€-100€
Comfort		Systems with 3 Wheelers	Chain Specialised Dealers	100€-250€
3 Wheelers		Systems with 4 or more Wheelers	Online Only	250€-500€
				>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

Ultra light pushchair (less than 7kg), no matter the folding type or number of wheels



### Compact

Compact pushchair (more than 7kg) with 4 or more small wheels (smaller than 10"/25 cm)



### Comfort

Classic stroller with 4 or more wheels: 7kg+, at least 2 large wheels larger than 10"/25 cm



### 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)



## Type of Systems

Duo Seat

Pushchair + Car seat, does not matter type of pushchair



Duo Carrycot

Pushchair with carrycot, does not matter type of pushchair



3 Wheeler Systems

Pushchair with 3 wheels + carrycot + car seat

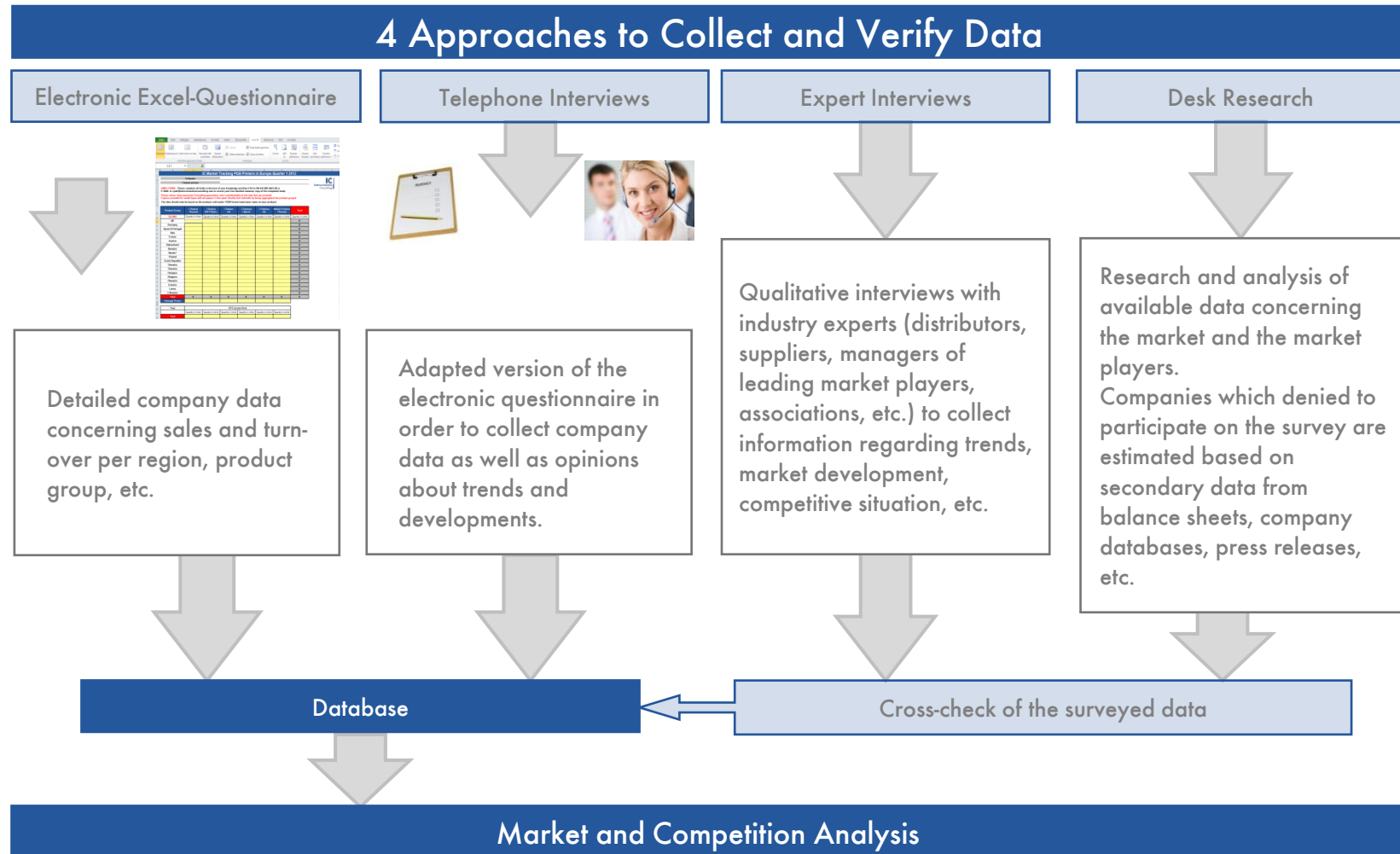


4 Wheeler Systems

Pushchair with 4 or more wheels + carrycot + car seat



# How Do We Conduct Our Research?



# IC Cockpit-Solution

## Online Tool with Interactive Dashboards Presenting the Data

A picture says more  
than 1000 words

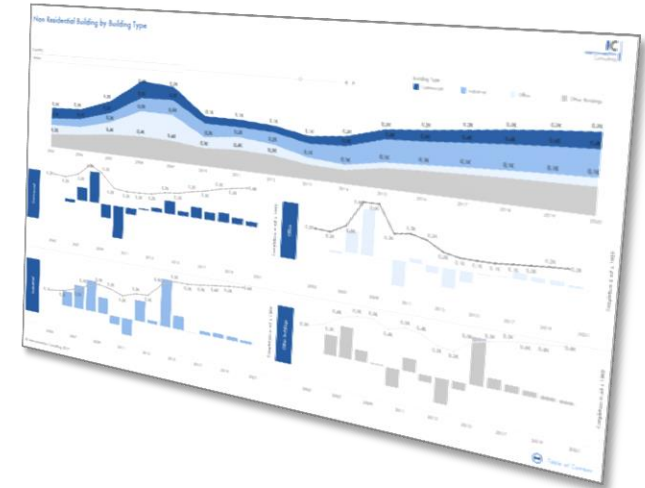
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

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.*



	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	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>BNL</td> <td>ESP</td> <td>FRA</td> <td>GER</td> </tr> <tr> <td>NE</td> <td>UK</td> <td>ITA</td> <td></td> </tr> </table>			BNL	ESP	FRA	GER	NE	UK	ITA	
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 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.

\*\* Package Price taking the scale of discount already into account.

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

# Interconnection Provides Data for Corporate Decisions



# Our Market-Intelligence Tools



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

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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, German 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

Lightweight (Buggies), Compact, Comfort, 3-Wheelers, Tandem, Prams

#### Type of System

Duoseat, Duocarrycoat, 3W System, 4W System, Sold Alone

#### Distribution Channels

Boutiques, Mass Market, Specialized Dealers, Online Only

#### Price Segments in Euros

<50, 50-100, 100-250, 250-500, 500-1000, >1000

### 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.