



IC Market Tracking
Strollers
Worldwide
2018

- ✓ 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 2020** 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.

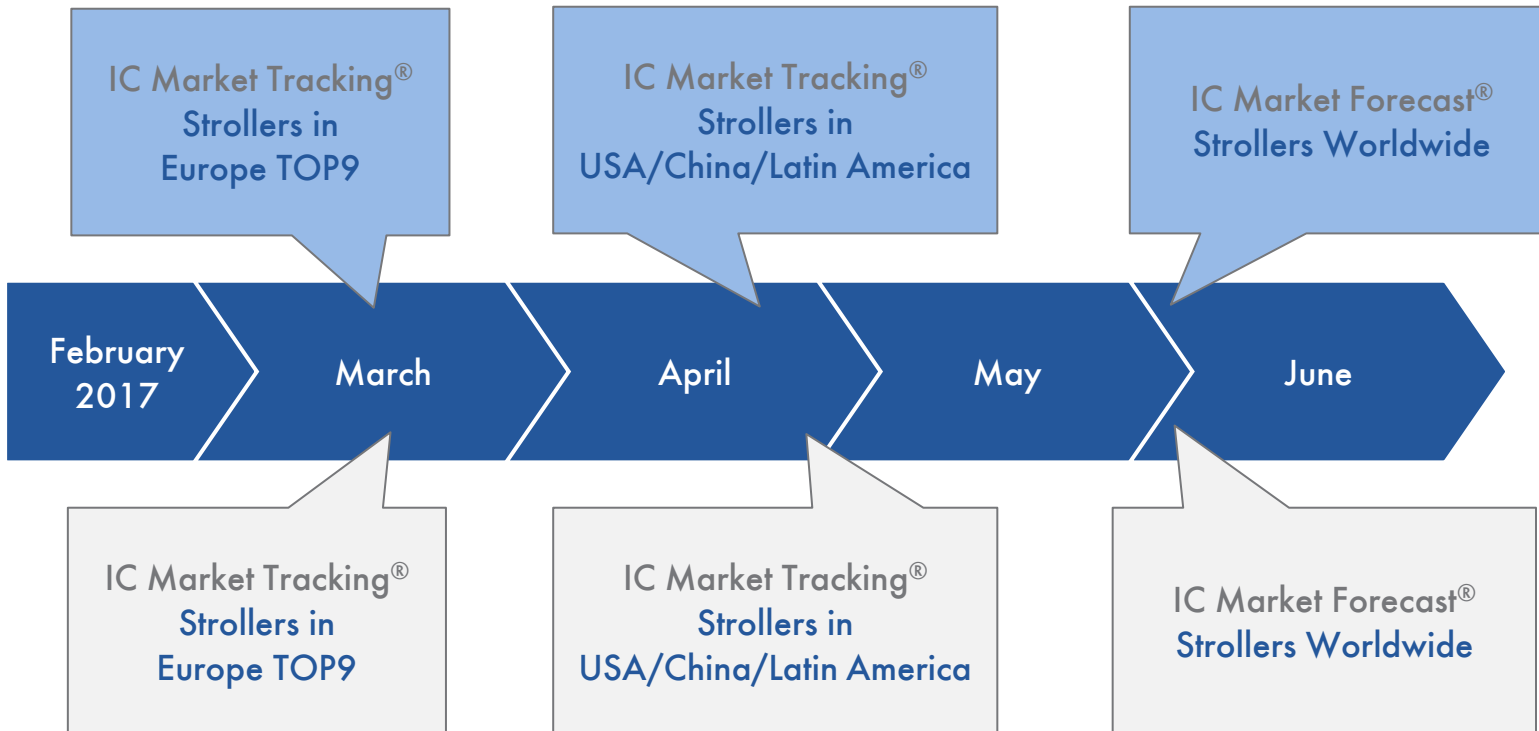


Focus	Strollers	Strollers
Report	IC Market Tracking	IC Market Tracking
Main Topics	<ul style="list-style-type: none"> • Total Market • Average Prices • Split by Segments • Competition Analysis 	<ul style="list-style-type: none"> • Total Market • Average Prices • Split by Segments • Competition Analysis
Regions	<ul style="list-style-type: none"> • Europe TOP9 • USA/China • Latin America • Worldwide 	<ul style="list-style-type: none"> • Europe TOP9 • USA/China • Latin America • Worldwide

Timeline 2017

Release Dates of our Annual Strollers Studies

Timeline



IC Market Tracking Strollers Worldwide

USA	Brasil	EU-Top 7	Russia	China	AUS/NZ
Canada	Rest of America	Rest of Europe	Turkey	Japan	Rest of the World



Product Group
Lightweight
Standard
Jogging
Double/Triple

Price Segment (at POS prices)	
<25\$	100\$-250\$
25\$-50\$	250\$-500\$
50\$-100\$	>500\$

Distribution Channel
% of Online Sales
Competition Analysis
TOP10 by Quantity
TOP10 by Value

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

Product Group

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

Lightweight

Strollers with less than 7 Kg (including umbrella strollers) weight

Standard

Also called full-size stroller. Classical stroller with 4 or more wheelers.

Double or Triple

All strollers and buggies in which more than one child can seat or lie in (including 3 wheelers with two seats).

Jogging

All strollers, the wheels of which are arranged in triangle shape (except the two- or more-seat-strollers)



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 2016 - 2020

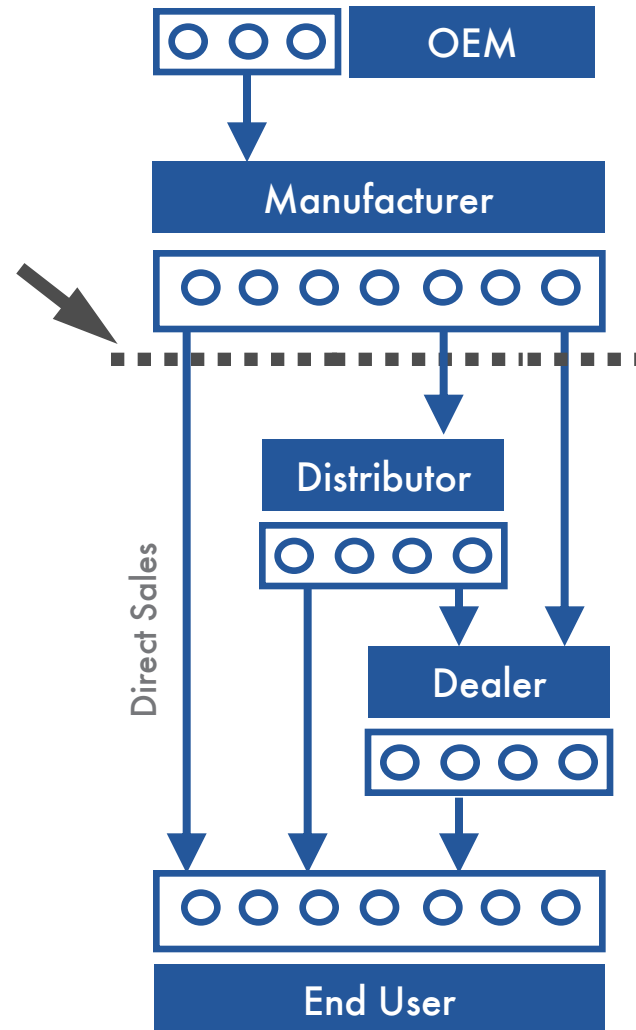
Avg. Share

Average Share over the period 2016 - 2020

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)

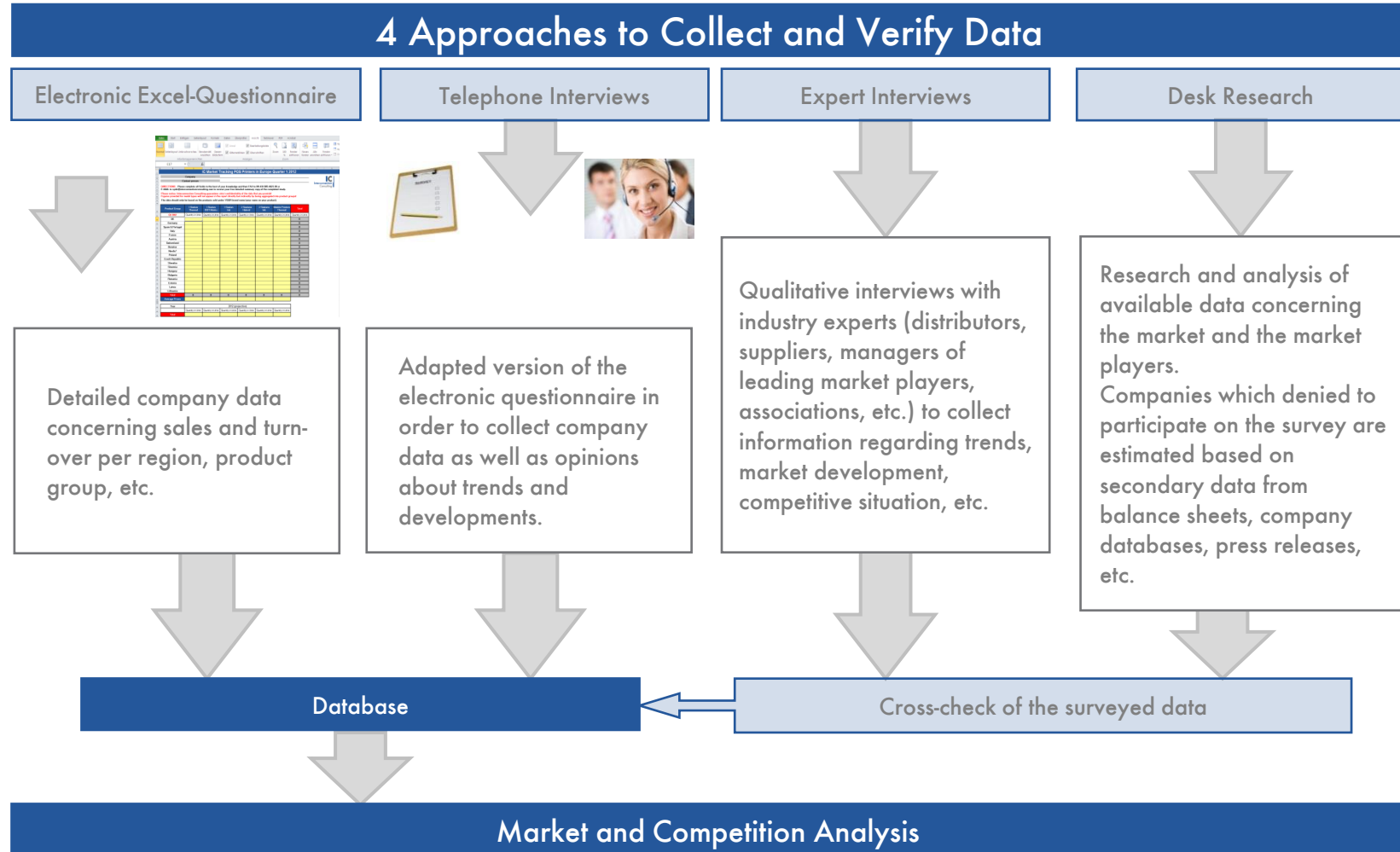
Sales are segmented by the first distribution partner.



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.

How Do We Conduct Our Research?



Description of the Report

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

Content

- 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.

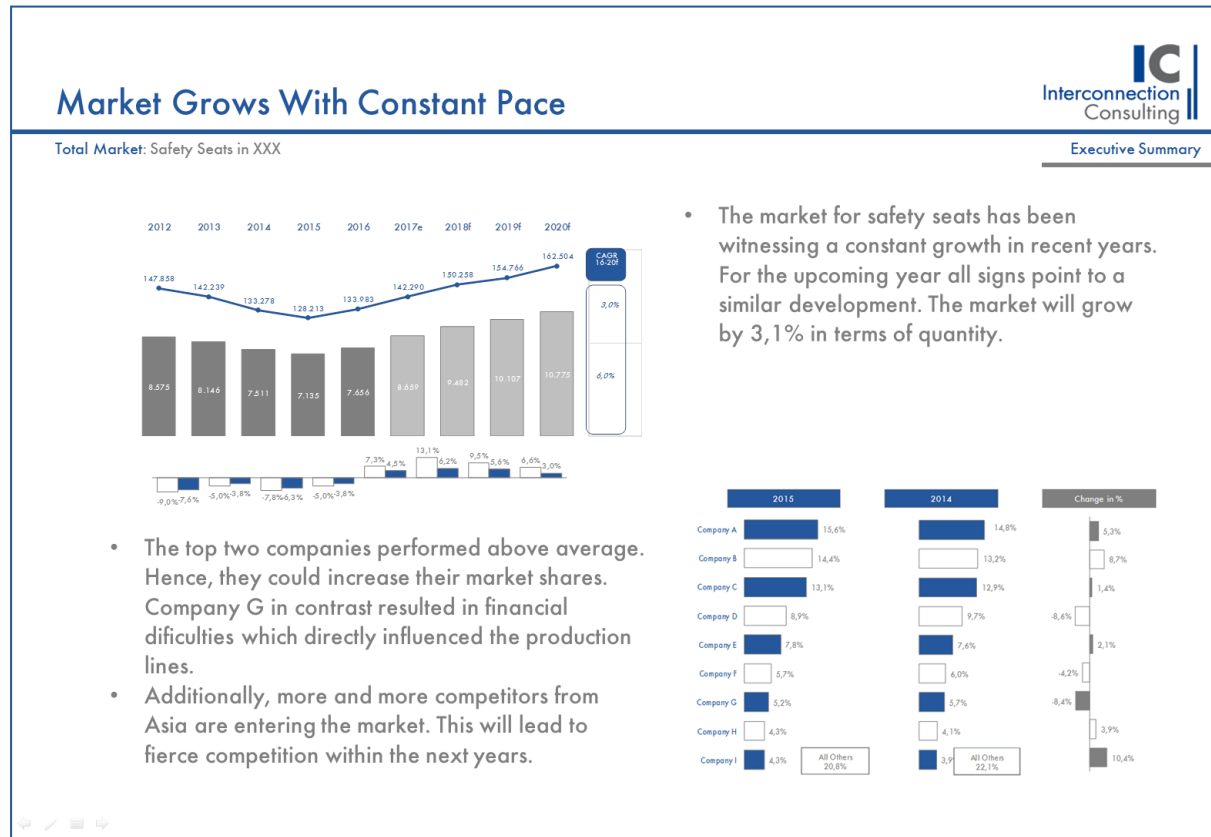
Content of the Report *

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

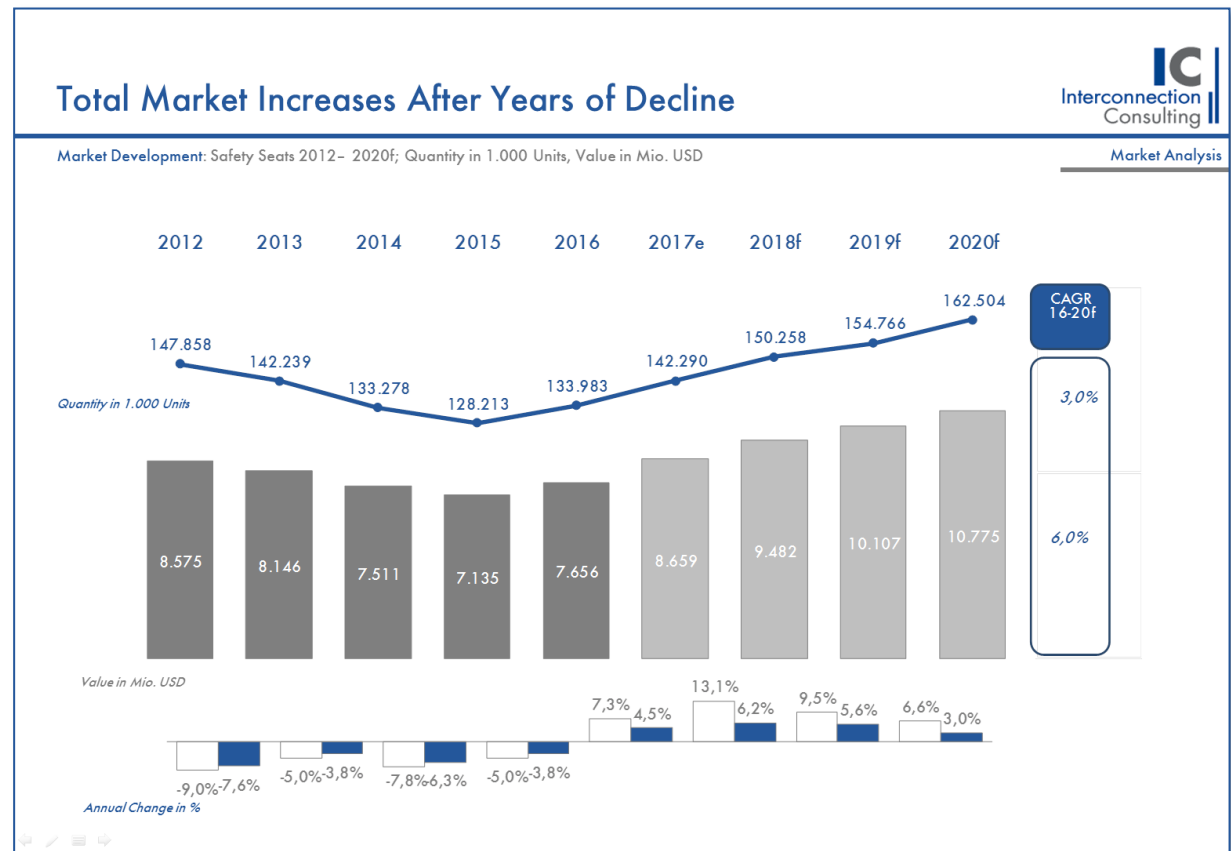
Executive Summary at the Beginning of the Report

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

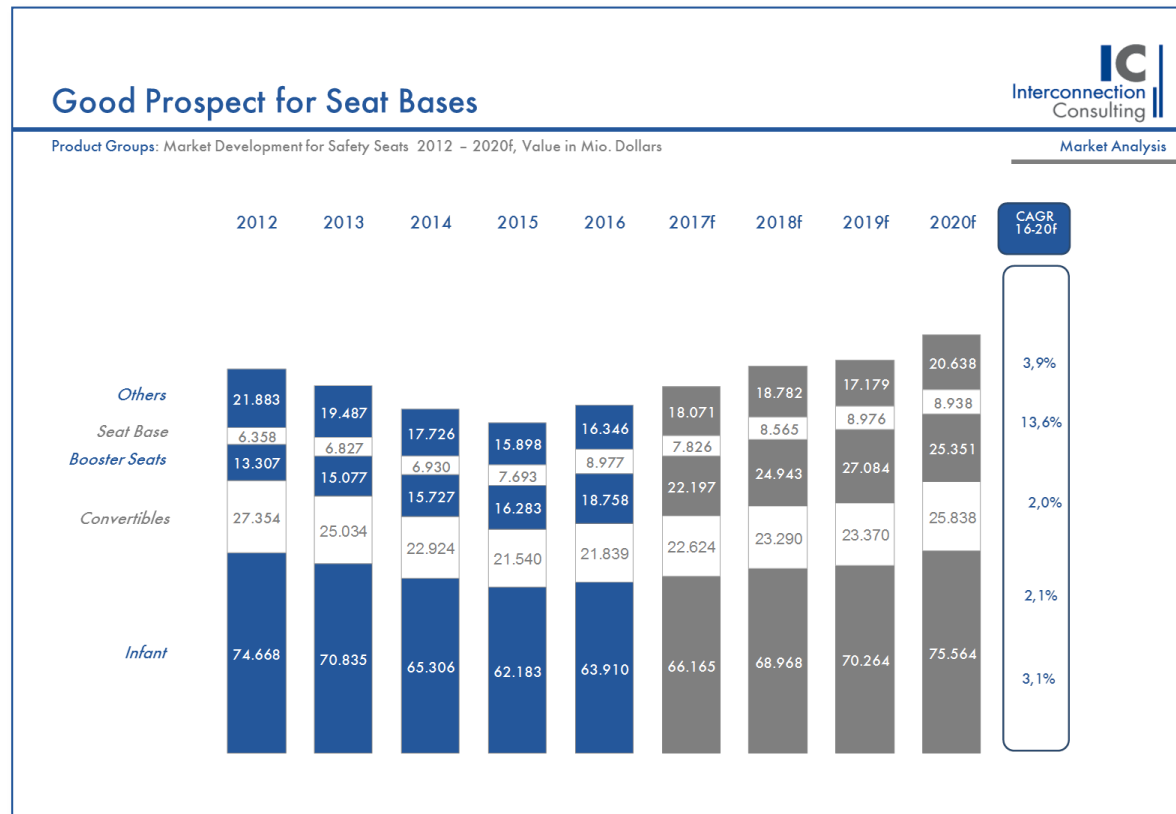


Total Market Development and Forecast

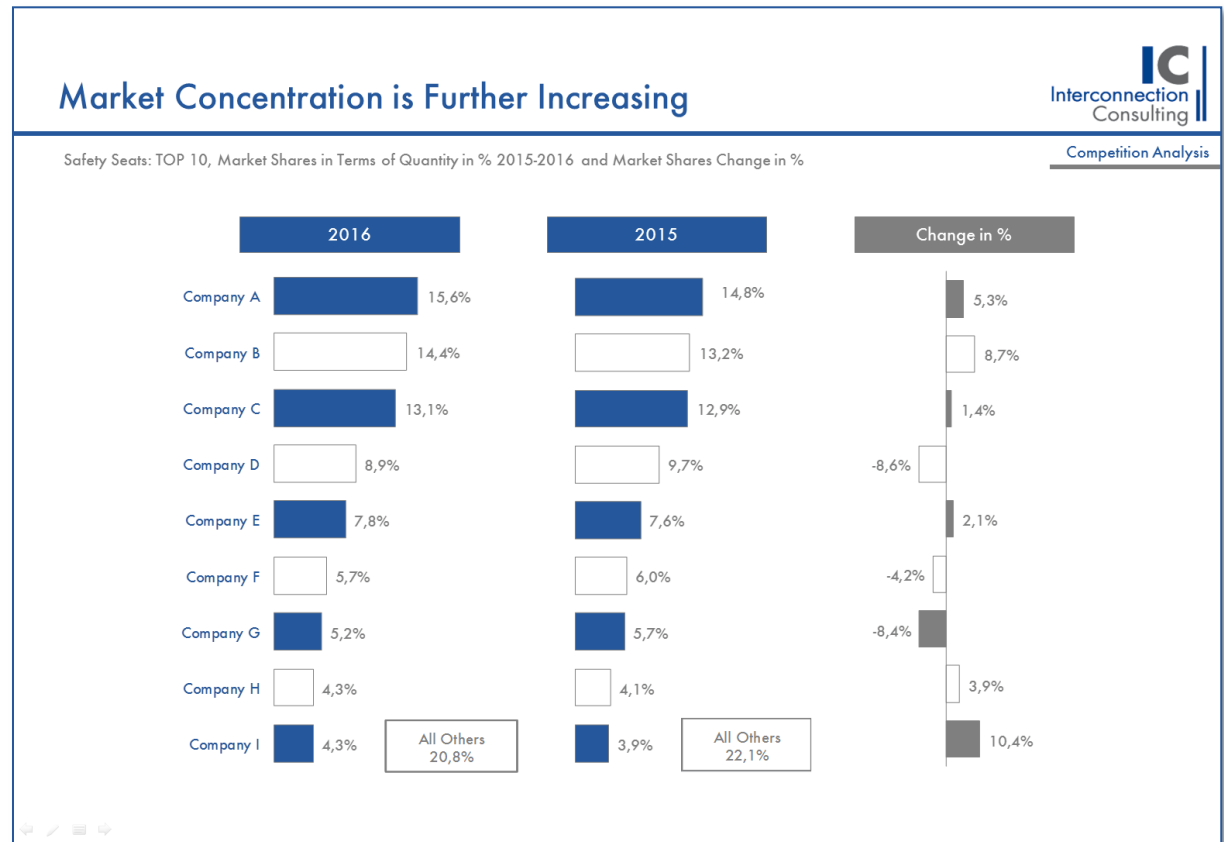
- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- *This chart shows dummy figures.*



- 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.*



- In addition to the visualized report a Pivot Table will be included.
- This tool allows individual and selective analyses to be made by the user with the available data, especially when it comes to future trend and segmentation modelling.
- Pivot tables are available for the competition analysis as well as for the total market and forecast studies.

How to use Pivot Tables

1. Generally, the desired sub-categories (i.e. Technology - A) can be selected with the ordinary drop down menus.

Technology	A
Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	
Segments	Results
Segment A	18.592
Segment B	8.434
Segment C	5.310
Segment D	3.290
Segment E	1.332
Total	36.958

2. If you want to analyse a different category (i.e. Technology), click on the gray field and drag it down to the table.


Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	Technology			
Segments	A	B	C	
Segment A	3.290	5.452		7
Segment B	5.310	8.925		21
Segment C	8.434	10.794		
Segment D	18.592	14.624		13
Segment E	1.332	2.229		6
Total	36.958	42.025		47

Investment Plan for Your Market Research

IC Market Tracking® Baby Strollers Worldwide 2017

Prices & Conditions

IC Market Tracking	Single Issue	Subscription*	Scale of Discount (2 reports or more)
Price per country Cat. A	1.750,-		>From 4,000€ 20% >From 7,400€ 33% >From 10,000€ 40%
Price per country Cat. B	4.950,-		
Price per country Cat. C	3.500,-		
IC Forecast Worldwide	9.950,-		
IC Market Tracking All Regions + Worldwide Forecast (free)	29.950,-		

Cat. A	BNL	ESP	FRA	GER	ITA								
	NE	UK	AUT	CH									
Cat. B	USA	CHN											
Cat. C	AR	BR	CL	CO	MEX	PE	ECU	VEN					

* IC Subscription: 20% 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

Your Advantages as a Subscription Customer

Please choose between Subscription*
or Single issue

Subscription* **Single Issue**

As a subscription customer, you will receive the chosen report automatically at a reduced price from now on as soon as the new edition of the report is published. Additionally you have access to the following benefits:


- **Price advantage** IC Standard Subscription (annual receipt of an IC study or IC study package): 20% price advantage compared to single issue taking into account the **scale of discount**
- **Annually updated reports** 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**: 2-year intervals, alternating countries, product change, etc., if possible. Conditions on request
- **Easy termination**: After 2 issues each subscription can be terminated easily

- Interconnection is the leading institute for market data in the furniture industry.
- Our studies support the leading companies in defining targets and marketing strategies, including competition monitoring and control of marketing actions.
- Interconnection draws its Know-how from over 100 international market studies per year and a number of Ad-hoc studies in several industries.
- Next to market data we offer for the construction branch Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also when it comes to translating data into actions, i.e. the development of marketing strategies.



Our Market-Intelligence Tools

Market Analysis




- Market Volume
- Market Shares & Entry
- Competition Analysis

Distribution Analysis



- Channel Map
- Distribution Matrix
- Margins

Customer Insight




- Focus Groups
- Buying Motives
- Customer Benefits

Market Forecasts




- Indicator Models
- Life Cycle Models
- Econometric Analysis

Brand Analysis




- Brand Scorecards
- Brand - Triangle
- Brand Affinity

Customer Satisfaction




- Importance/Satisfaction Portfolios
- Customer Loyalty
- Customer Typology

Price Research



- Price-Sales-Function
- Price-Simulation-Tool
- Optimal Pricing

Webverstärker



- E Commerce Insights
- Search Engine Marketing
- Web Channel Analysis

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, 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

Infant, Convertibles, Booster Seats, Seat Bases, Others

Distribution Channels

Boutiques, Mass Market, Specialized Dealers, Online Only

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.