

## BABY PRODUCTS in Europe 2019

Strollers | Safety Seats | Indoor Products

 26.06.2019

 Imperial Vienna

... from Europe's leading provider of Market Intelligence for the Baby Products markets !

### TARGET GROUP:

Managing Directors, Marketing + Sales Directors of manufacturers of Baby Products, as well as supplier and distributors

**REGISTER**

PRICE: 890 €

EARLY BIRD Special: 2for1  
2 for the Price of 1  
Until May 17, 2019



**Dr. Frederik Lehner:** The founder and Managing Director of the IC Group has many years of consulting and lecturing experience in the areas of decision-oriented market research, marketing, price management and internationalization .



**Dr. Stefano Armandi:** The professional economist since 2013 is responsible for the Baby Products markets at Interconnection Consulting. He is an expert in the fields of market intelligence and international economy.



**Mag. Panorea Kaskani:** The focus of the Neuropsychologist lies in the understanding of buying motives. Since 2017 she takes responsibility for the Neuromarketing and Lead Generation projects at Interconnection Consulting.



**Mag. Raphael Amschl:** The passionate computer scientist since 2008 takes responsibility in the fields of Digitalization and Online Marketing at Interconnection Consulting.

## INVITATION

Our day-long Marketing Forum will provide a comprehensive overview of the European Market for Baby Products compared to the most important developments worldwide. In the morning we will give an overview of the core results of our studies and will analyze the singular product groups as well as the market environment and economic outlook of the branch. We consider the market developments and potential, including forecasts up to 2021. We will also be presenting key market drivers, trends, and success factors.

The market lectures will include market sizes and will present the highlights of the singular segments. In the afternoon, you can expect to learn about selected tools for your marketing and sales agendas that will make you even more successful on the market! Our discussions following the lectures will give you the opportunity to ask questions and raise topics important to you!

## MARKET DEVELOPMENT | MARKET DRIVERS | TRENDS \*

Key results and Benchmarks of the market development of Baby Products in EU TOP 7 compared to the worldwide developments and analyses of the highlights in the singular categories:

Strollers, Safety Seats + Indoor Baby Products (Baby Carriers, High Chairs, Travel Beds, Playpens, Safety Gates, Bouncers)

By Segments\*: Product Groups, Price Segments, Distribution Channels

+ with data covering the total market + a forecast up to 2021

+ including growth segments, trends + success factors

\* The presentations are based on current studies, but they cannot and don't want to replace the studies!

## MARKETING TOOLS

PRICING PERFORMANCE

NEUROMARKETING

ONLINE LEAD GENERATION

Your Contact Person:  
Mag. Dominica Niton  
tel.: +43 1 5854623-35  
m: info@interconnectionconsulting.com



## BABY PRODUCTS in EUROPE 2019

WHEN: 26.06.2019

WHERE: IMPERIAL Vienna  
Kärntner Ring 16  
1015 Vienna

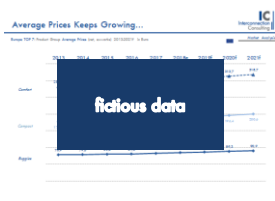
**REGISTER**

EARLY BIRD Special: 2for1  
2 for the Price of 1  
Until May 17, 2019

## TOPICS + CONTENTS

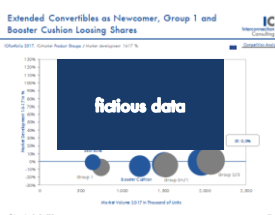
### Market Development for Strollers + Safety Seats + Indoor Baby Products in Europe TOP 7

We present analyses of Europe's TOP 7 markets for Strollers, Safety Seats and Indoor Baby Products compared to the developments in the most important markets worldwide. We present facts and figures regarding the current market sizes and the market development for the total markets in different segments including growth rates and forecasts up to 2021. The presentation is based on our current IC Market Trackings.



#### Market Development STROLLERS

- in EU TOP 7 + worldwide
- by Product groups + Price segments
- by Distribution channels
- **Total Market Analysis + Forecasts up to 2021 for all Segments**



#### Market Development SAFETY SEATS

- in EU TOP 7 + worldwide
- by Product groups + Price segments
- by Distribution channels
- **Total Market Analysis + Forecasts up to 2021 for all Segments**

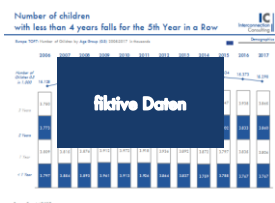


#### Market Development INDOOR BABY PRODUCTS

- in EU TOP 7 + worldwide
- by Products: Baby Carriers, High Chairs, Travel Beds, Playpens, Safety Gates, Bouncers
- by Segments: Price segments + Distribution channels
- **Total Market Analysis + Forecasts up to 2021 for all Segments**

### Market Environment + Consumer Trends on the Baby Products market

The presentation introduces the market environment for Baby Products as well as the most important Consumer Trends on the market, whereby besides the common micro- and macro-economic categories we especially look at the indicators household income + purchase power. The singular customer groups are analyzed under sociocultural and demographic aspects and the singular countries within Europe's TOP 7 markets are compared to each other.



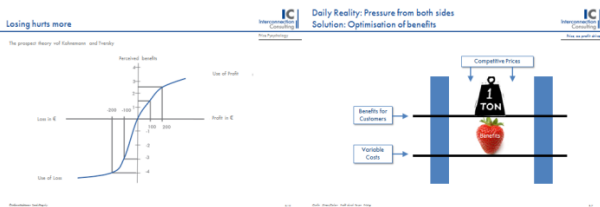
#### MARKET ENVIRONMENT + Consumer Trends:

- Micro- und macro-economic developments in the researched countries up to 2021
- Analyses according to demographic and sociocultural criteria
- Analyses according to income distribution, household incomes + buyer behavior ... purchase power + birth rates in the researched regions
- **The TOP Consumer Trends of the market**

## MARKETING TOOLS

### PRICING PERFORMANCE: Sales optimization through a targeted Pricing Policy

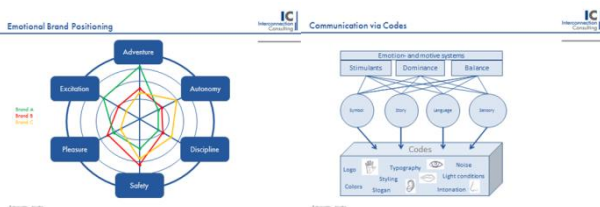
We look at the impact of prices to profit, markets and customer preferences considering branch-specific characteristics and current trends. We analyze aspects like price calculation and price increases and present tools to better understand and manage your price settings and price fixing.



- Better understand regional differentiated markets
- Application areas: location, expansion, site planning
- Optimization of territory planning + sales controlling
- Identifying hidden resources
- Potentials for customer segmentation + acquisition

### NEUROMARKETING: Emotional Decision Structures + Consequences for the Marketing

The presentation points out how our brain to a high degree makes irrational decisions, which motivational structures are relevant and how the successful implementation of logos, subjects and advertising materials can be anticipated via computer tomography. Furthermore we point out the radical changes within customer communication, as a consequence of the current state of science. Who wants to be remembered by consumers, has to change its communication approach to how the brain works.



- How does the brain make decisions, what drives us
- The measurement of products and advertising material via a brain scanner
- The emotional decision structure and consequences for the marketing
- Multisensoral Marketing

### ONLINE LEAD GENERATION for Baby Products

We present strategies to fully exploit the potential of the internet regarding customer acquisition. We introduce strategy concepts and essential components from the planning to the implementation to help you to successfully realize your Lead Generation projects within the Baby Products markets.



- Planning + implementation of Lead Generation Projects
- Strategies for Online Customer Acquisition
- LG Processes: Definition of a communication chain, interfaces + competences
- Strategic Orientation of the Webpage
- Do's + Don'ts by the implementation of LG Projects

## PROGRAM

- 09.00 Introduction
- 09.15 Market Environment + Consumer Trends on the Baby Products market
- 10.00 Coffee Break
- 10.30 The Markets for Strollers + Safety Seats in Europe TOP 7
- 11.30 Europe's TOP 7 markets for Indoor Baby Products + Discussion
- 12.15 Lunch Break
- 13.45 Pricing Performance: Sales optimization through a targeted Pricing Policy
- 14.30 Neuromarketing: Emotional Decision Structures + Consequences for the Marketing
- 15.30 Coffee Break
- 16.00 Online Lead Generation for Baby Products
- 17.00 End of the Event

including a  
3-course-menu,  
catering +  
elektronic  
records

## CUSTOMER VOICES + REFERENCES

The open discussion about numerous facets of sales has made it possible for me to once more look over the edge of „my own sales“. During the day new impressions occurred to me, that for sure will lead to new activities within „my own“ sales activities.

Joachim Rauch,  
Sales Director MAICO

The contributions were a refresher and simultaneously conveyed new knowledge and findings to me, a well as they gave space for self reflection.

Andreas Wind,  
Project + Key Account Manager DCCS

