

Baby Durables - US - April 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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Total retail sales of baby durables totaled \$9.3 billion at current prices in 2015, up 2.5% versus 2014. This growth is forecasted to continue at an average rate of just under 1% annually through 2020 when sales should reach \$9.8 billion.

This report looks at the following areas:

- Slow, but positive growth projected through 2020
- Emerging pre-owned marketplace threatens traditional retailers
- Variances in family structures can impact the market

Elevated consumer confidence levels as well as positive birth rates and population growth trends among women, particularly multicultural women, will support sales. While most baby durables continue to be purchased new in-store, online and alternative channels are increasingly being used to shop for these items.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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