BLURRED LINES FOR BABY & HOME?

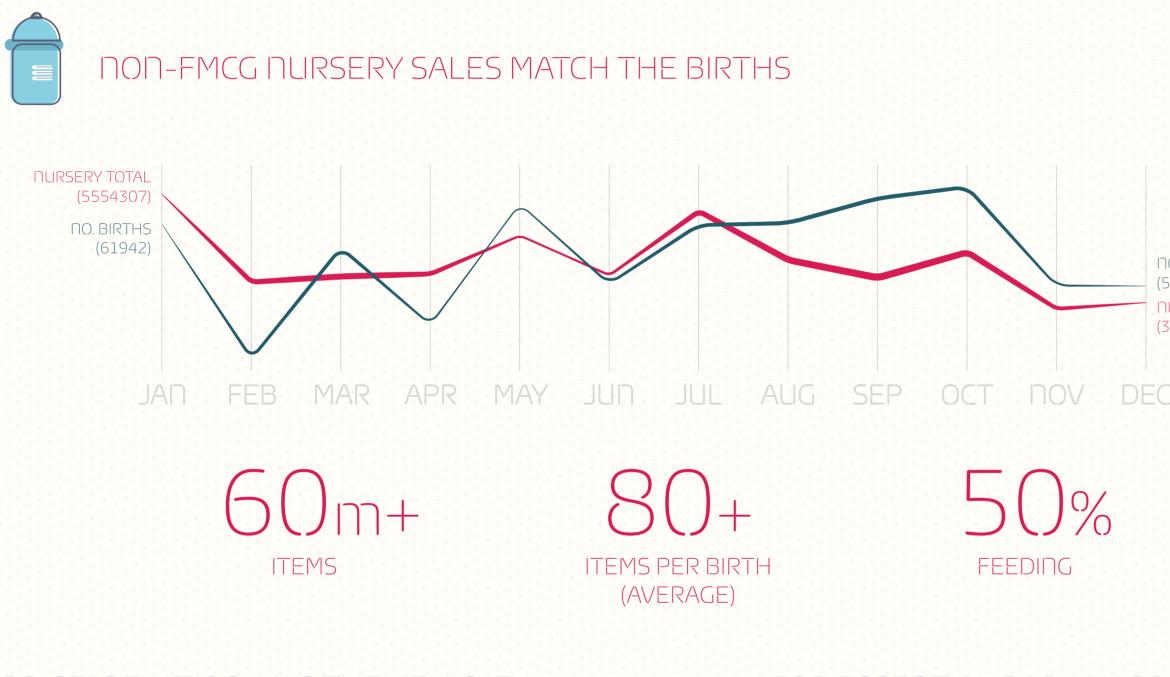
ECONOMY IS LOOKING LIP:

Great Britain is emerging from the longest ever recession! 2014 holds the promise of recovery.

SLOWDOWN IN BIRTH RATES IN 2013 Number of live births fell by 2.5% in Q3,2013 vs Q3,2012

Seasonality in the Nursery Industry is related to NUMBER OF BIRTHS IN A MONTH





PRICE INFLATION WAS THE VEHICLE OF GROWTH IN 2013:

Prices increased by 3.1% leading to an increase in the value within the Nursery Hardware markets.

FOR ESSENTIAL BABY HARDWARE (Strollers, Monitors, Car Seats and Highchairs), there was a PRICE INCREASE IN JAN 2014 as compared to Jan 2013 except for Baby Monitors where prices decreased by £3

For more information please contact Tullika Bhalla at Tullika.bhalla@gfk.com or connect on LinkedIn (http://www.linkedin.com/in/tullika)

Designed by GfK Marketing [Creative] GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's 80 years of data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.



	NO. BIRTHS
	(59574)
\sim $^{\circ}$	
20	NURSERY TOTAL
	(3535629)

REMEMBER ONLINE

3 OLIT OF 4 SOCIAL MEDIA LISERS ARE FEMALE

FACEBOOK IS THE PREFERRED SOCIAL MEDIA PLATFORM: more than 3 out 5 females use Facebook

MOBILE DEVICES ARE DRIVING ONLINE SALES:





1 IN 2 consumers carry a SMARTPHONE/TABLET when out shopping!

1 in 5 STROLLERS, 1 in 4 CAR SEATS, 1 in 3 HIGHCHAIRS and 1 In 2 BABY MONITORS are purchased online.

CAR SEATS, BABY MONITORS AND HIGHCHAIRS PURCHASED ONLINE ARE TRADE-UPS

STROLLERS ARE STILL VERY MUCH AN IN STORE PURCHASE: Mother and Child specialists are the channel of choice , selling more than 1 out 2 strollers.

TRADING IN HIGHER PRICED PRODUCTS ? YOU NEED TO SEL

- » TRAVEL SYSTEMS
- » VIDEO ENABLED BABY MONITORS
- » WI FI ENABLED BABY MONITORS
- » WOODEN HIGHCHAIRS
- » GROUP 0/1/2 CAR SEATS



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