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## Mintel Report Summary

The UK baby and nursery market grew by 20 per cent between 2003 and 2008, to be worth £639 million last year, and is forecast to reach an estimated £753 million by 2013.

Rising birth rates suggest that, despite the credit crunch, the baby and nursery equipment market will remain buoyant for some years to come, growing by 18 per cent - that's according to the latest market research from Mintel.

Women are having babies later in life - the average age of a first-time mum is 29.5 years old, which means they are likely to be further along their career path and consequently have more disposable income to spend on their children.

Buying habits show a trend towards image-conscious consumers, as 15 per cent of mums say they regard style as an important consideration when thinking about a purchase.

Baby carriages are still a dominant part of the market, but retailers shouldn't ignore other categories showing significant growth. Between 2003 and 2007, retail sales of activity and feeding equipment grew by a massive 35.6 per cent to £141 million. Mintel forecasts this will grow by 27 per cent at current prices through to 2013.



Safety product lines were up by 17.4 per cent to reach £54 million between 2003 and 2007. While this will continue to grow, average prices will be driven down by supermarkets carrying these products.

It's clear the UK baby and nursery sector has tremendous potential. We think the figures show there are as-yet untapped growth opportunities outside the usual categories. There is ample scope to sell activity and feeding equipment or baby safety products, and in many cases these complement other purchases so they are an important part of any retailer's mix. There's more competition than ever across a range of channels and being able to offer customers innovative product combinations can help retailers to stand out in a crowded market.

*"6.174 babies will be born in the UK by the time you have finished reading this newsletter."*



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