Global Online Baby Products Retailing Market 2016-2020

Description: Outlook of the online baby products retailing market

The global online baby products retailing market is expected to multiply significantly and register a CAGR of close to 17% during the forecast period. Shopping online for baby products eliminates the need to visit physical stores, thus providing customers the freedom to purchase products from a wide variety of brands, without the constraint of time and location. One of the major factors driving the growth of this market is the availability of easy payment options such as cash on delivery (COD), credit and debit cards, and Internet banking accounts.

The booming demand for omnichannel retailing is another fast-moving trend that is assisting the growth of the online baby products retailing market. This form of retailing offers consumers an option to order products online and get it delivered through brick-and-mortar stores on the same day at their convenience. For instance, Argos and eBay joined forces in 2014 for omnichannel retailing, which allows consumers to purchase products on eBay and collect them in Argos stores. Thus, the growing trend of omnichannel retailing is set to influence the positive growth of the market over the next five years.

Segmentation by product type of the online baby products retailing market

Gear
Toys
Apparel
Feeding
Diapering
Personal care
Nursery
Health and safety

The gear segment, which include products such as car seats, strollers and prams and walkers, was the largest revenue contributor to the online baby products retailing market in 2015. Of all the products, car seats are the most widely used product because this market is driven by mandatory laws introduced by governments in countries such as the US, Germany, Italy, Australia, Austria, Canada, New Zealand, Spain, and the UK that require the mandatory use of car seats while traveling.

Geographical segmentation of the online baby products retailing market

APAC
Europe
Latin America
MEA
North America

In 2015, the APAC region dominated the online baby products retailing market owing to factors such as a rise in the number of Internet users, growth in disposable income, and increasing participation of women in the workforce. This region is also expected to witness the fastest growth and continue its dominance until 2020.

Competitive landscape and key vendors

The majority of the total revenue of the online baby products retailing market emerges from seasonal sales, and hence vendors need to keep updating themselves with the latest fashion trends. Pricing and alluring distribution strategies, along with effective service offerings by vendors will likely play a significant role in driving the growth of the market over the next five years.

However, intense competition and changes in consumer preferences constitute significant risks for vendors, which might curtail the growth of the market.
The leading vendors in the market are -

Amazon  
Bbies R Us  
BabyEarth  
Buy Buy Baby  
Diapers.com  

Other prominent vendors in the market include Alibaba Group, Argos, babyco, babyGroup, Babyschop, Bebe store, Bubs Baby Shops, Disney Store, eBay, FirstCry, JustKidding, Kidsroom.de, Kiddicare, Macy's, Mumzworld, Pupsik Studio, Saks Fifth Avenue, and Zulily.

Key questions answered in the report
- What will the market size and the growth rate be in 2020?  
- What are the key factors driving the global online baby products retailing market?  
- What are the key Market trends impacting the growth of the global online baby products retailing market?  
- What are the challenges to market growth?  
- Who are the key vendors in the global online baby products retailing market?  
- What are the market opportunities and threats faced by the vendors in the global online baby products retailing market?  
- Trending factors influencing the market shares of APAC, Europe, Latin America, MEA, and North America.  
- What are the key outcomes of the five forces analysis of the global online baby products retailing market?

Related reports

Global Baby Bath Products Market 2015-2019  
Global Baby Shampoo and Conditioner Market 2015-2019  
Global Baby Stroller and Pram Market 2015-2019

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