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 offer 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

Contents:

Table of Contents

PART 01: Executive summary
- Highlights

PART 02: Scope of the report
- Market overview
- Top-vendor offerings

PART 03: Market research methodology
- Research methodology
- Economic indicators

PART 04: Introduction
- Key market highlights

PART 05: Market landscape
- Global baby care products market overview
- Global online retail market for baby products overview
- Market size and forecast
- Five forces analysis

PART 06: Market segmentation by product
- Segmentation of global online retail market for baby products by product
  - Gear
  - Toys
  - Apparel
  - Feeding
  - Diapering
  - Personal care
  - Nursery
  - Health and safety
PART 07: Geographical segmentation
- Global online retail market for baby products by geography
- Online retail market for baby products in APAC
- Online retail market for baby products in Latin America
- Online retail market for baby products in Europe
- Online retail market for baby products in Middle East and Africa
- Online retail market for baby products in North America

PART 08: Key leading countries

PART 09: Market drivers

PART 10: Impact of drivers

PART 11: Market challenges

PART 12: Impact of drivers and challenges

PART 13: Market trends

PART 14: Vendor landscape
- Competitive scenario
- Other prominent vendors

PART 15: Key vendor analysis
- Amazon
- Babies”R”Us
- BabyEarth
- Buy Buy Baby
- Diapers.com

PART 16: Appendix
- List of abbreviations

PART 17: Explore the Author

List of Exhibits
Exhibit 01: Product offerings
Exhibit 02: Segmentation of global baby care products market
Exhibit 03: Baby skin care products
Exhibit 04: Baby hair care products
Exhibit 05: Baby bath products
Exhibit 06: Baby toiletries
Exhibit 07: Baby safety and convenience products
Exhibit 08: Global online retail market for baby products in comparison to global baby care market 2015
Exhibit 09: Global online retail market for baby products 2015-2020 ($ billions)
Exhibit 10: Five forces analysis
Exhibit 11: Overview of global online retail market for baby products
Exhibit 12: Segmentation of global online retail market for baby products by product 2015
Exhibit 13: Segmentation of global online retail market for baby products by product 2020
Exhibit 14: Global online retail market for baby gear 2015-2020 ($ billions)
Exhibit 15: Global online retail market for baby toys 2015-2020 ($ billions)
Exhibit 16: Global online retail market for baby apparel 2015-2020 ($ billions)
Exhibit 17: Global online retail market for baby feeding products 2015-2020 ($ billions)
Exhibit 18: Global online retail market for baby diapering 2015-2020 ($ billions)
Exhibit 19: Global online retail market for baby personal care 2015-2020 ($ millions)
Exhibit 20: Global online retail market for baby nursery 2015-2020 ($ millions)
Exhibit 21: Global online retail market for baby health and safety 2015-2020 ($ millions)
Exhibit 22: Segmentation of global online retail market for baby products by geography 2015
Exhibit 23: Segmentation of global online retail market for baby products by geography 2020
Exhibit 24: Segmentation of global online retail market for baby products by geography 2015-2020
Exhibit 25: Online retail market for baby products in APAC 2015-2020 ($ billions)
Exhibit 26: Online retail market for baby products in Latin America 2015-2020 ($ billions)
Exhibit 27: Online retail market for baby products in Europe 2015-2020 ($ billions)
Exhibit 28: Online retail market for baby products in Middle East and Africa 2015-2020 ($ billions)
Exhibit 29: Online retail market for baby products in North America 2015-2020 ($ billions)
Exhibit 30: World urban population as percentage of total population 2005-2014 (billions of people)
Exhibit 31: Online sales in holiday season in US 2008-2014 ($ billions)
Exhibit 32: Impact of drivers
Exhibit 33: Global birthrates 2007-2013 (per 1000 population)
Exhibit 34: Impact of drivers and challenges
Exhibit 35: Key vendors
Exhibit 36: Amazon: Business segmentation by revenue 2014
Exhibit 37: Amazon: Business segmentation by revenue 2013 and 2014 ($ billions)
Exhibit 38: Babies"R"Us: Product segmentation
Exhibit 39: BabyEarth: Product segmentation
Exhibit 40: Buy Buy Baby: Product segmentation
Exhibit 41: Diapers.com: Product segmentation

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