Infant, Toddler, and Preschool Furnishings and Durables, 5th Edition

Description:
Infant, Toddler, and Preschool Furnishings and Durables, 5th Edition presents a detailed analysis of the U.S. consumer market for infant, toddler, and preschool (ITP) durable furnishings and accessories suitable for children from infancy through age five. Products included are sold to consumers through U.S. retail channels including “bricks and mortar” stores as well as Internet sites, catalogues and others. Packaged Facts’ sales estimates only include purchase of new products by parents or gift-givers, not purchase of used or second-hand items. The 2015 sales estimate is based on current research and a revision of estimates from Packaged Facts’ 2010 report Infant, Toddler, and Preschooler (ITP) Home Furnishings, Accessories, and Toys: The U.S. Market. The current report as mentioned only includes sales of new, not used products. It also does not include product segments covered in the last report including soft goods, décor, and others. Also toys are not included, although infant activity items are part of this report.

Infant, Toddler, and Preschool Furnishings and Durables, 5th Edition discusses major players and brands, and analyzes their key activities and performance. Market size data are provided for 2011–2015 and projections for 2015–2020. The report outlines key issues and trends affecting the overall market, each category and segments defined as:
- Furnishings: furniture (cribs, bassinets, high-chairs, booster seats, dressers, toddler beds, changing tables, rockers and glider chairs, etc.), infant activity products (gyms, bouncers, jumpers, swings, walkers, play yards, etc.), safety products (baby gates, baby monitors, etc.), bathing/bathroom (tubs, potties, diaper disposal systems, etc.).
- Accessories: carriages, strollers, car seats, travel systems (compatible strollers and car seats), and baby carriers (rigid with carry-handle; and soft or hard-frame wearable types).

Not included in the reports' sales estimates are: soft goods; furniture for kids over five years old, adults and general household use; décor and lighting; nursing and feeding products; consumables such as disposable diapers, baby wipes, etc.; toys, computers and software; home electronics and small appliances.

Methodology

The information in this report was obtained from both primary and secondary research. Primary research included consultation with industry sources and on-site visits of retail stores. Secondary research entailed gathering data from relevant trade, business and government sources, as well as company promotional literature and annual reports. Our estimates of market size and company performance are based on various sources including reported revenues of product manufacturers and retailers; IRI, which tracks data in mass retail outlets; publications and other market research sources.

Our analysis of consumer trends relies on data from various sources including a national online consumer usage survey conducted in July and August 2016 and Simmons National Consumer Surveys for Winter 2008 through Winter 2016 from Simmons Research. The national online consumer surveys reflect a panel of 2,000 U.S. adults (age 18+) that is balanced to the national population on the primary demographic measures of gender, age bracket, race/ethnicity, geographic region, marital status, presence or absence of children in the household, and household income. On an ongoing basis, Simmons conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the U.S. population.

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