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US Collection



Durable Childcare Products: United States

September 2016



Highlights

Market Overview

The Market | The Marketers | Retail and Distribution | The Consumer
Trends and Innovations | Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts annual US retail sales of new durable childcare (infancy through age five) products in US dollars for 2016-2020. Sales segmented by retail channel are forecast for 2016.

The scope of this report includes only new durable products; used or secondhand items are excluded. Soft goods such as linens, blankets, and apparel are excluded, as are décor, lighting, general household furniture as well as nursing and feeding products such as baby bottles, breast pumps, and breast milk storage and sterilization products. Also excluded are consumables such as disposable diapers and training pants, baby wipes and moist towelettes, baby bodycare items, and pacifiers and teethingers. Infant activity products and baby monitors are included, but toys, computers, software, home electronics, and small appliances are excluded.

To illustrate historical performance and trends, total retail sales are segmented in four retail channels for 2015, and by product category 2011 through 2015 in terms of:

- infant activity products
- cribs/toddler beds
- safety products
- bathing/bathroom products
- other furnishings such as bassinets, high chairs, and booster seats
- car seats
- strollers/travel systems
- wearable baby carriers
- other accessories such as carriages and portable products.

This report quantifies trends in various measures of growth. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the [Table of Contents](#).

Sources

Durable Childcare Products: United States (FF90047) is based on [Infant, Toddler, and](#)

[*Preschool Furnishings and Durables, 5th Edition*](#), a comprehensive industry report published by Packaged Facts (PF) in September 2016. 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; Information Resources (IRI), which tracks data in mass retail outlets; publications.

Analysis of consumer trends relies on data from various sources, including a national online consumer usage survey conducted in July and August 2016 by PF and Simmons National Consumer Surveys for Winter 2008 through Winter 2016 from Simmons Research. The PF national online consumer surveys reflect a panel of 2,000 US 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 US population.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
337122	Nonupholstered Wood Household Furniture Mfg	2511	Wood Household Furniture, Except Upholstered
337124	Metal Household Furniture Mfg	2514	Metal Household Furniture
339932	Game, Toy, and Children's Vehicle Mfg	3944	Games, Toys, and Children's Vehicles, Except Dolls and Bicycles

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RESOURCES

Packaged Facts

www.packagedfacts.com

Infant, Toddler, and Preschool Furnishings and Durables, September 2016

[see report contents](#)

The Freedonia Group

www.freedoniagroup.com

Related Industry Studies

3439 Hand Tools, July 2016

[see study contents](#)

3433 Retail Ready Packaging, July 2016

[see study contents](#)

3401 Education Security Market, April 2016

[see study contents](#)

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Sports Equipment: United States

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Toys & Games: United States

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Trade Publications

Consumer Reports

www.consumerreports.org

E-Commerce Times

www.ecommercetimes.com

Furniture World

<http://furnitureworldnw.com>

Home Furnishings News

www.hfndigital.com

Parenting

www.parenting.com

Parents

www.parents.com

Retailer Now

<http://retailernowmag.com>

Sleep Retailer

<http://bedroomretailers.com>

Agencies & Associations

Centers for Disease Control and Prevention

www.cdc.gov

National Center for Health Statistics

www.cdc.gov/nchs

Information Resources

www.iriworldwide.com

Juvenile Products Manufacturers Association

www.jpma.org

KidsAndCars.org

www.kidsandcars.org

Simmons National Consumer Survey

www.simmonssurvey.com

United States Census Bureau

www.census.gov

United States International Trade Commission

www.usitc.gov

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