

Corona causes sudden baby boom

Trade with children's outfitting still on track



Cologne, 9 September 2021

The Corona crisis has also affected the baby and toddler outfitting trade. In this way, in **2020**, according to the estimate of the IFH Retail Consultants, parents spent a total of **Euro 2.45 billion** in the first three years of their children's lives. Hence, they invested **4.5% less** than in the previous year. This figure corresponds to approx. Euro 1,048 per child. *"Short-time work, closed stores and the general insecurity during the pandemic have curbed the buying mood of the consumers short-term. But: Saving money on children is last on the list. That is why all signs clearly indicate that a recovery is already in sight,"* stated Steffen Kahnt, Executive Director of the German Association for Toy Retail Trade (BVS).

Remarkable: After a slight "baby slump" in the year 2020 (-0.6% compared to the previous year) Corona turned out to be a real stork, causing a sudden baby boom in March 2021: According to the preliminary figures released by the German Federal Statistical Office, 65,903 children were born in **March 2021 - an impressive 10% more than in the previous year**. The last time so many births were registered was in March 1998. The March babies were conceived at around the same time the curve of the first Corona wave started to flatten from May 2020 onwards.

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Ausgaben für Baby- und Kinderausstattung in Deutschland in den ersten 3 Lebensjahren in Mrd. Euro



Prams: More outdoor activities in times of Corona

Parents are more frequently paying attention to aspects such as good quality, sustainability and comfort when buying a pram. They gladly visit a specialised store to collect advice here. At an increasingly early stage: Parents-to-be often already purchase the pram during the first months of the pregnancy. According to the market research company, Interconnection Consulting, the Germans bought a total of **698,096 prams** (incl. buggies) in **2020**. This corresponds to an **approx. 15 percent decrease** compared to the previous year. Lacking occasions such as travel, where a more compact pram is needed or the lower birth rates explain the decline in the pram segment. The trend towards outdoor activities with children has on the other hand increased due to Corona. **Combined prams**, which can simultaneously be used as **jogger and bicycle trailers** are extremely popular.

Quelle: Interconnection
Consulting 2021

Käufe in Deutschland

in 1.000 Stück

■ Autokindersitze ■ Kinderwagen



Children's car seats: +15% after Corona slump

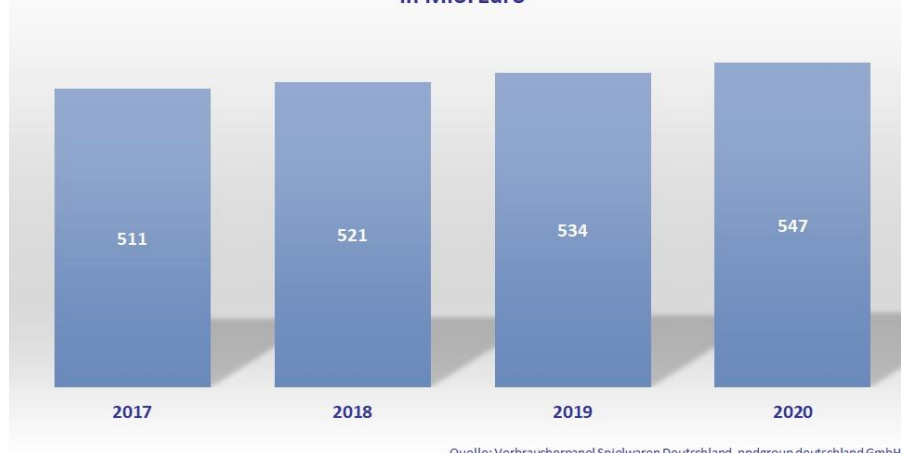
The market for **children's car seats** also suffered from the pandemic in the year 2020. According to Interconnection Consulting, the Germans purchased around **2.1 million children's car seats** last year - that is **just under 14%** less than in the previous year. In **April 2020**, when the stationary specialised baby and toy shops remained closed, according to the GfK the product category recorded a **-46%** slump (in value, measured on the basis of the GfK panel market).

Compared with the weak first six months of 2020, according to GfK the turnover for the **first half of 2021** attained a positive result **achieving a 15% plus**. The majority of the growth was registered by the online trade (+20%), however the stationary trade also recorded a 9% increase. **The online business is thus gaining increasing significance**. Whereas 54% of the turnover for children's car seats was achieved online in the first half of 2020, in the first 6 months of 2021 it was already 57%. Whereas the turnover in the stationary trade mainly resulted from sales of I-sized seats (European safety standard) or children's seat for the smallest age group (0/0+, 0+/1), the seat groups 1/2/3 and 2/3 made up the largest share of the turnover on the Internet.

Baby and toddler toys: Ongoing positive trend

As in the previous years, in **2020** the Germans also spent more money on toys for babies and toddlers. According to the Toys Consumer Panel of the npd group, the turnover **for toys** for under 3-year-olds **rose by 2.4%**. If one counts everything that according to the npd group statistics is purchased for under 3-year-olds, such as sand toys, Lego, Duplo, board games or bobby cars, the Germans spent **Euro 547 million** in 2020.

**Spielzeugausgaben in Deutschland
in den ersten 3 Lebensjahren
in Mio. Euro**



German Association of the Toy Retail Trade (BVS)

The BVS represents the interests of the toy retail trade for all sales channels and company size categories in Germany. It is affiliated with the German trade association (HDE), the federal state associations of which provide the delegates of the BVS general assembly. Associate members are the most important purchasing cooperatives of the industry.

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