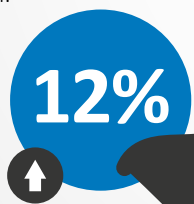


Double-digit Sales Growth for Juvenile Products

Consumers of grandparent age, the baby-boom generation, hold more than 50% of the wealth in the U.S. as of 2021, according to the Federal Reserve, or about \$5.19 trillion. Appealing to their significant spending power is critical for juvenile products manufacturers and retailers — just as it's vital to appeal to new mothers, who influence grandparents' purchases. **Here is a closer look ...**

Juvenile products dollar sales have increased by 12% in the past 12 months, driven by increased online average spend per buyer.

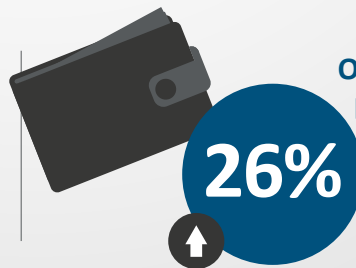


Grandparents and gifting play significant roles in the juvenile products industry.

Over half of the industry's buyers live in households without children.



Over 1/2 of juvenile products sold are now purchased online.



Over a quarter of juvenile products dollar sales are purchases made by adults aged 55+.

It's never been more important to understand your consumers' behavior and how they interact with the industry. That's why our **Checkout Omnichannel Tracking** now covers the juvenile products market. Understand the shift from bricks to clicks and emerging sources of competition — insights not available anywhere else. Get the data-driven confidence you need to grow your business in a still-uncertain retail landscape.

Source: The NPD Group/Checkout Omnichannel Tracking, 12 ME August 2021

Want more insights like this? Email sheryl.harkins@npd.com.

