

# 3 Notable U.S. Juvenile Product Trends



The U.S. juvenile products industry continues to grow, maintaining its momentum from the first half of the year into Q3 2021. For the three months ending in September, dollar sales increased \$147M (+8%) to \$2B, unit sales grew 4%, and average selling price increased 3%, to \$19.11. Here's a look at the top three trends ...

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## HIGHS AND LOWS

Strollers, growing \$36M in sales, were the top dollar growth subcategory of the 44 tracked by NPD. Health and grooming declined by 27%, or \$28M. This decline was the single steepest, accounting for 75% of all declining subcategories.

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## CHANNEL PERFORMANCE

When comparing 3 ME September 2021 to the same time last year, in-store sales grew 18%; e-commerce declined 2%. However, looking at growth compared to 2019, in-store sales grew 23% and e-commerce grew 40%.\*

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## SUBCATEGORY SALES PENETRATION BY CHANNEL

**In-store dominant:** Many of these categories tend to be impulsive purchases: basic pacifiers, bottles, health and grooming, rattles, and teethers.

**Online dominant:** These purchases tend to be larger-ticket items or bulk items that cannot be easily transported from a store, such as baby furniture, strollers, and swings. These purchases also tend to have more pre-planning or research required.

*Source: The NPD Group/Retail Tracking Service, juvenile products, 3 ME September 2021*

*\*Source: The NPD Group/Checkout Omnichannel Tracking, 3 ME September 2021 vs. 3 ME September 2019*

With enhanced knowledge of channel performance, you can optimize your product sales or realign your strategy with consumer behavior. Let's discuss how to drive your business forward.

### Questions?

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