

Top Baby Registry Trends to Watch

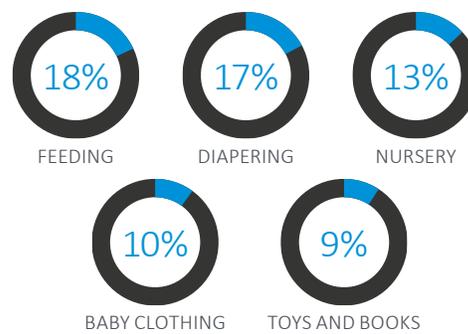
60% of respondents report online/websites to be the main source for creating a baby registry in the U.S. But what else is trending?

Top 5 reasons a retailer is selected for creating a baby registry



Source: The NPD Group/Consumer Tracking Service, 2 WE September 18, 2019
Respondents were able to select up to 3 responses.

Top 5 categories requested on baby registries



Source: The NPD Group/Registry Snapshot-Baby, 3 YE June 2019

Top car seat/stroller brands requested



Source: The NPD Group/Registry Snapshot-Baby, 3 YE June 2019

Get deep insight into online gift registries, by event type, retailer, and product category. Guide strategic marketing efforts by knowing the categories that are most important to your business and your competition.

Key Measures

- Registry by event type
- Retailer by registry event type
- Registry fulfillment (purchased products)
- Top categories by registry type
- Top brands by registry type

Methodology

Information from the Registry Snapshot is collected through an exclusive methodology involving web-scraping of online retailers' sites to uncover items listed on an individual's registry. This data complements NPD's Retail Tracking Service and Checkout data, providing key insights on registries. Data is aggregated and reported through an easy-to-use dashboard.

Learn more about consumer trends.

For more information on baby gift registry trends and how you can improve your marketing and product development to capitalize on opportunity, contact Dan Beirne at 516-625-4673 or daniel.beirne@npd.com.

About The NPD Group, Inc.

NPD offers data, industry expertise, and prescriptive analytics to help our clients grow their businesses in a changing world. Over 2,000 companies worldwide rely on us to help them measure, predict, and improve performance across all channels, including brick-and-mortar and e-commerce. We have offices in 27 cities worldwide, with operations spanning the Americas, Europe, and APAC. Practice areas include apparel, appliances, automotive, beauty, books, B2B technology, consumer technology, e-commerce, fashion accessories, food consumption, foodservice, footwear, home, juvenile products, media entertainment, mobile, office supplies, retail, sports, toys, travel retail, video games, and watches.

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