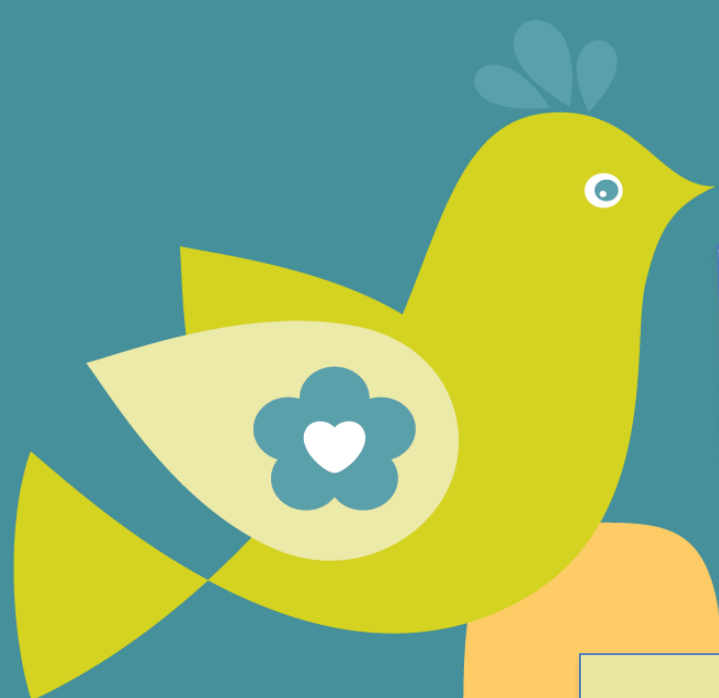




# Ecomm & Babies



TABS Analytics 2016  
Baby Products Study



## Ecomm is important

+20% of purchases are made online. This is the highest rate of any category TABS has studied.

## Mass matters online

Walmart.com and Target.com are significant outlets. The two make up 5-10% of baby products sales.

## Price drives web sales

Baby products categories with a higher price (Safety) are sold online more frequently than others.

## The Frequency Factor

Baby products that are bought more frequently, such as Food and Formula, are less likely to be purchased online than items purchased less frequently.

## Big-picture takeaway

Brick & mortar retailers with aspirations for succeeding in sales online should place an emphasis on Baby Products.

# TABS Analytics

For more information or custom studies, please contact us at:  
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Source: TABS Group 2016 Baby & Infant needs Study. 2,000 General Population Adults ages 18-75. "Baby Products" defined as the following categories/segments: Diapers, Feeding, Safety, Baby Needs, and Food/Formula.