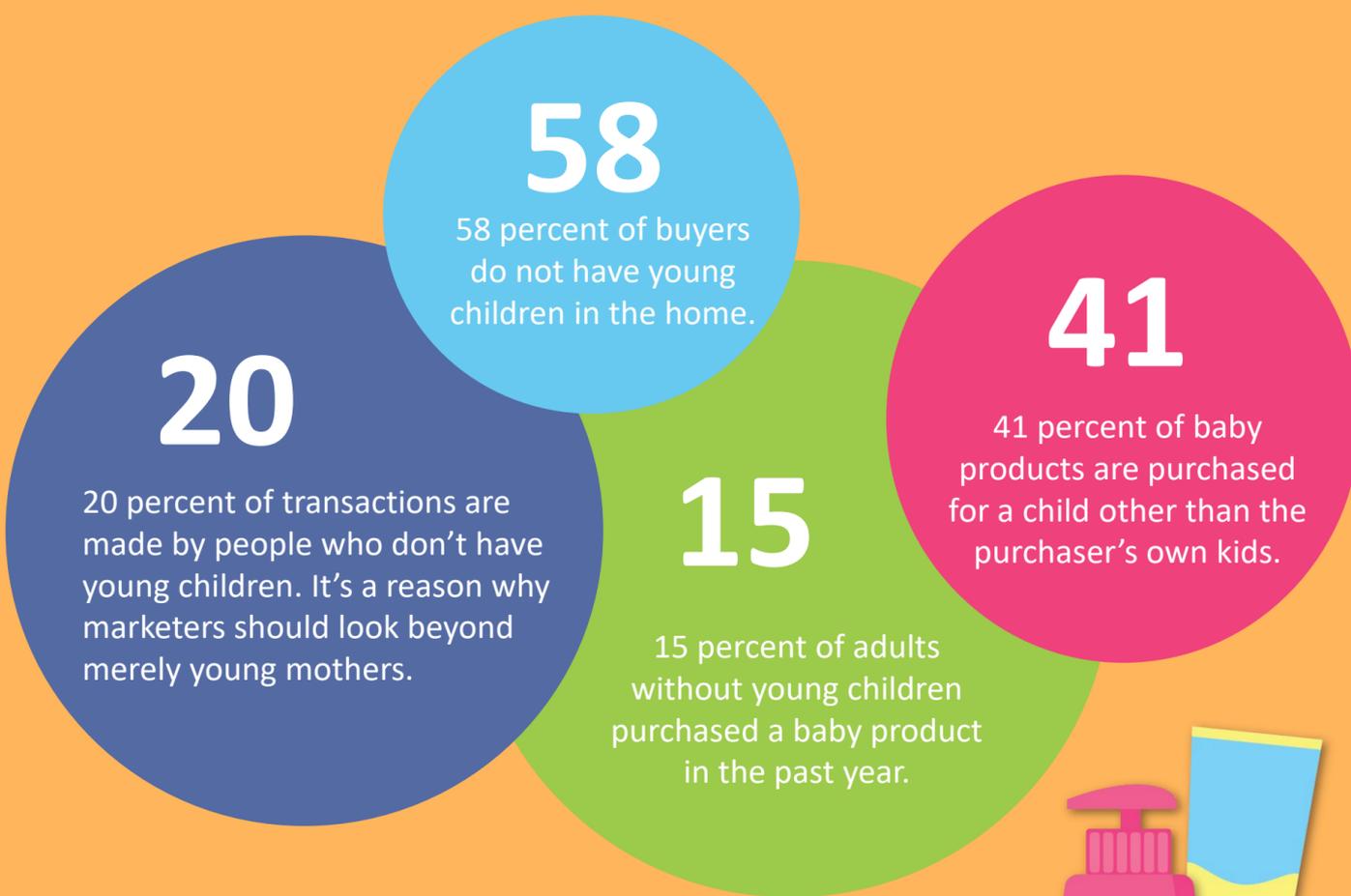


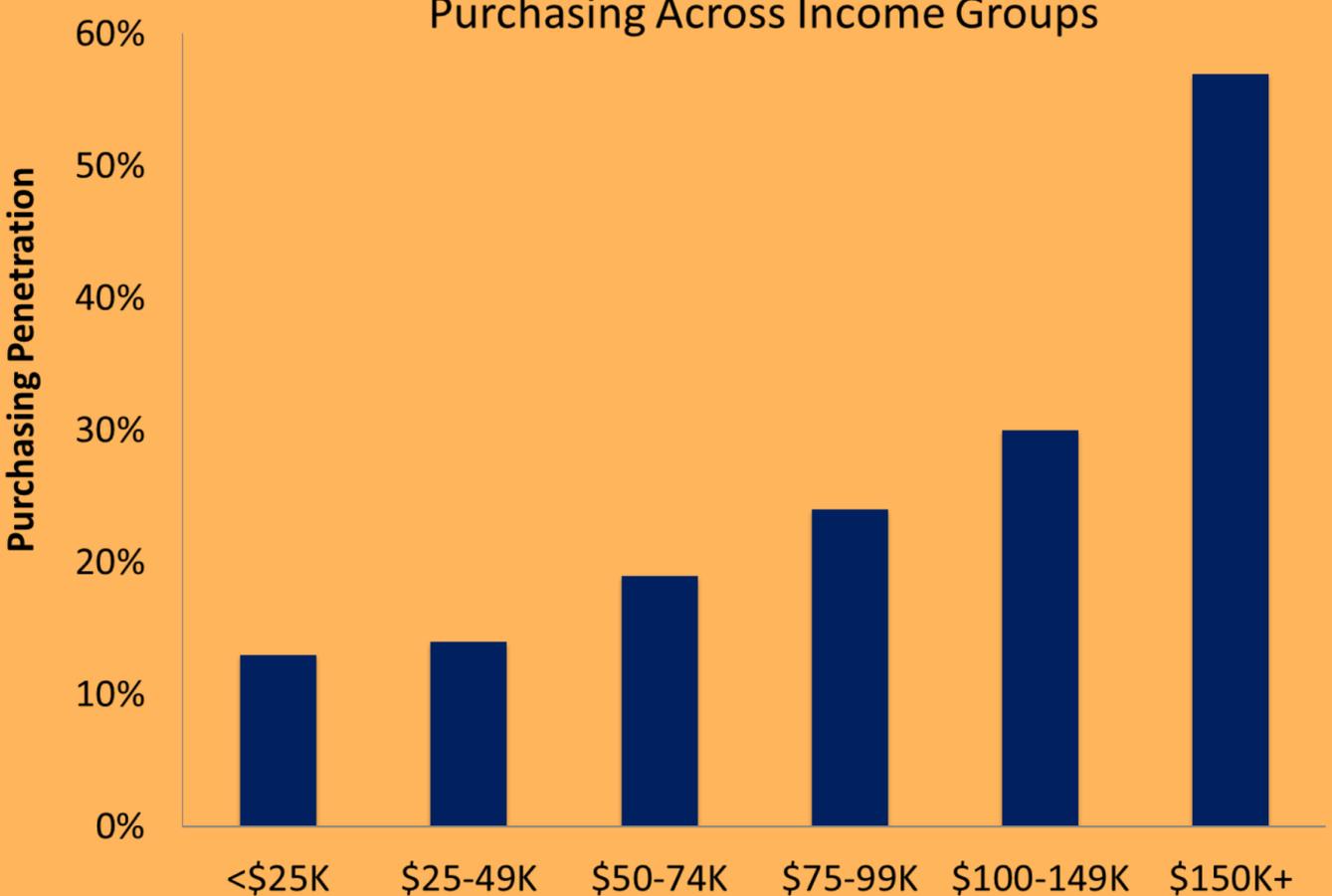
No Kids? No Problem.

Even though the primary demographic for Baby Products will always be families with young children, those without children still play a role in the industry.



Other categories within CPG usually stabilize or dip slightly at around the \$75K income bracket. But Baby Products purchasing continues to rise as income rises. The income disparity in this industry is especially noticeable.

Purchasing Across Income Groups



Who's Losing?



TABS Analytics

For more information or custom studies, please contact us at:
www.tabsanalytics.com | webinar@tabsanalytics.com | (203) 925-9162

Source: TABS Analytics 2017 Baby Products Study. 2,000 General Population Adults ages 18-75. "Baby Products" defined as the following categories: Baby seat and safety products (car seat, baby stroller, baby monitor, baby/booster seat, safety gate, car seat/stroller combo, potty seat, bed rail); Baby feeding needs (sippy cups, bowls/plates/utensils, hard bottles, pacifiers, disposable bottles, breast pumps, nursing pads); Diapers and accessories (baby wipes, disposable diapers, diaper bags, training pants, diaper disposal systems); Baby formula/food (baby food, baby drinks, baby formula); and Baby needs (baby shampoo, baby lotion, baby soap, baby powder, baby ointments).