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Appendix

Appendix 1

Baby Care Market Overview	Values	Statistic
Baby care market size worldwide	\$47.7bn	Details →
Supermarket sales of baby bath products	\$30.6m	Details →
Sales of Munchkin	\$46.4m	Details →
Average price per private label disposable diapers in retail stores	\$10.31	Details →
Key Players in the Disposable Baby Product Segment	Values	Statistic
Global sales of Procter & Gamble baby care and family care segment	\$18.51bn	Details →
Kimberly-Clark diaper sales worldwide	\$6.6bn	Details →
Brand value of Pampers worldwide	\$18,299m	Details →

Figure 1: Baby Care product in the U.S (2016)

Appendix 2

Europe	42.33%
Americas	31.77%
APAC	17.20%
ROW	8.70%

*Figure 2: Baby Stroller Market in the U.S (2016)**Appendix 3*

Segment Description	Size	Growth
Parents of New Child	4.109 Million	13-14%
First-birth Mothers	1.6 Million	7-12%
First-birth Fathers	1.6 Million	7-12%
Gift buyers	96 Million	7-12%

Figure 3: Customer Segmentation in the U.S (2016)

Appendix 4



Figure 4: Simple Stroller Produced by Graco (2016)