



# Market Report

A Snapshot of your Market Sector

## Maternity and Baby Products

This pack has been designed to provide information on setting up a business in the **Maternity and Baby Products** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website ([www.bgateway.com/businessplan](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **April 2024**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

## What do I need to know about the Maternity and Baby Products market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Benefiting from being partly non-discretionary, the category's overall purchasing levels remained relatively stable over the years. However, second-hand purchasing has been on a consistent growth, with 73% buying second-hand baby equipment in 2023 (2019: 57%). Not restricted to lower earners, the second-hand market also appealed to affluent parents, with 87% of those with a household income of at least £75,000 buying second-hand equipment. (Mintel, *Nursery and Baby equipment Retailing UK*, January 2024).
- ◆ Estimated at £706 million in 2022, the baby food, milk and drink retail market declined by 3.2% over 2018-22. Due to inflation, this was significantly shallower than the 18.7% decline in volume sales over the period. Volume sales were eroded by the long-term decline in the birth rate, the shift towards hybrid working patterns as a consequence of the COVID-19 pandemic and pressure on household incomes in 2022. Inflation accelerated in 2022 due to rising costs for producers feeding through to retail prices, with this also coming through in decreased promotional activity in the baby food segment. (Mintel, *Baby Food and Drink*, April 2023).
- ◆ Durable baby goods retailing revenue is expected to creep downwards at a compound annual rate of 3.2% to £807.3 million over the five years through 2022-23. Since baby products are designed for use by parents and babies, sales run in line with the number of births and new parents. It's bad news for baby goods retailers, as more and more people are opting out of parenthood. (IBISWorld, *Durable Baby Goods Retailing*, March 2023).
- ◆ The return to pre-pandemic consumption patterns have resulted in solid demand for baby food, despite the current economic climate. However, brands have observed changing consumer preferences. While premium options are performing well, private label is also enjoying growth within baby food, particularly Lidl's private label line, as local consumers continue to shop more frequently in discounters. (Euromonitor, *Baby Food in the United Kingdom*, September 2023).
- ◆ The national organisation for this industry is the [Baby Products Association](#). Other relevant trade organisations are [National Childrenswear Association](#) and the [Absorbent Hygiene Product Manufacturers Association \(AHPMA\)](#).



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## Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email [info@bgateway.com](mailto:info@bgateway.com).

- ◆ **Technavio – Technavio Global Maternity Support Products Market 2024-2028.** UK was the 4th-largest country in the market in 2023 and will continue to be the 4th-largest segment in 2028. It will grow at a compounded annual growth rate of 7.74% between 2023 and 2028, which is lower than that of the overall market. Among the key countries, UK will be the slowest growing country and will grow from \$20.95 million in 2023 to \$30.42 million in 2028. It will contribute 5.89% to the incremental growth of the overall market between 2023 and 2028.
- ◆ **Technavio – Global Maternity Wear Market 2024-2028.** Changes in the shopping preferences of people are increasing the online sales of maternity wear, which is expected to drive the growth of the online segment during the forecast period. Most customers make their purchase decisions based on online research on websites, blogs, and social media. Numerous specialty maternity wear brands and retailers operate their e-commerce websites. For instance, ASOS Maternity, Seraphine, and PinkBlush, providing a vast selection of maternity clothing items, from casual to formal attire.
- ◆ **Technavio – Global Maternity Intimate Wear 2024-2028.** Bras was the largest segment of the market in 2023 and will continue to be the largest segment of the market in 2028, growing faster than the overall market (3.61%). It will grow at a compounded annual growth rate of 4.0% between 2023 and 2028. Bras will be the fastest growing segment within the overall market and will grow from \$1,123.56 million in 2023 to \$1,366.9 million in 2028.

There are also a number of online resources you may find helpful:

- ◆ **National Records of Scotland – [Births, Deaths and Other Vital Events Quarterly Update](#).** *“There were 11,332 births registered in Scotland between 1 October and 31 December 2023. This is 7.8 per cent lower than the quarter four average of 12,289”.*
- ◆ **European Child Safety Alliance** have published a variety of [report cards and profiles](#). *“The report cards assess a country's adoption, implementation and as appropriate enforcement of evidenced good practice policies that support child and adolescent safety. The report cards are further supported by statistical Child Safety Profiles that presents a country's injury mortality rates and selected social determinants”.*

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## How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**



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## What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**.

## Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

## How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

### Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

### Funding

[Practical information](#) on finance and funding for starting and growing your business

### Insurance

[Business insurance guide](#)

### Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

### Pricing

Business Companion [Pricing & payment guide](#).

**Please note:** the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

### Promotion

[BG guides to Marketing](#)

### Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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**Updated by: Liesel**

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