

Baby Goods and Service Market in Japan: Key Research Findings 2017

◆ **Research Outline**

Yano Research Institute has conducted a study on the domestic market of goods and services for babies and expecting mothers with the following conditions:

1. Research period: October to December, 2017
2. Research objects: Companies developing goods and services for babies, expecting mothers and raising children
3. Research methodologies: Face-to-face research by the expert researchers, surveys via telephone, and mail-in questionnaire

<What is the Baby-Goods and Service Market?>

The domestic baby goods and service market in this research indicate the market of goods for babies (age 0-2), giving birth, and raising children (i.e., food, clothing, personal belongings, toys/intellectual training goods/information goods, as well as of the services for babies, expecting mothers, and raising children (i.e., maternity schools, nursery school/day-care facilities for children, baby sitters, baby goods rental services, and etc.)

Note that some goods and services for infants of 3 years of age or more are included.

◆ **Key Findings**

■ **Estimated Size of Baby Goods and Service Market in 2017 Expected to be 106.7% on Y-o-Y Basis to Attain 3,870.8 Billion Yen**

The domestic baby goods and service market in 2016 rose to achieve 3,629.3 billion yen, 106.5% of the size of the previous year. Despite that the sales of baby goods slowed down in 2016 because of subdued inbound tourism demand by foreign tourists and of a backdrop of a decreasing population of children, increased revenue from the services for solving the issue of children on waiting lists for nursery schools has boosted the entire market. The domestic baby goods and service market in 2017 is likely to reach 3,870.8 billion yen, 106.7% of the size of the preceding year.

■ **Leading Baby Goods Specialty Stores Vigorously Launch PB Products Not Inferior to NB Products**

Until recently, baby goods were thought to be difficult to differentiate excessively, because they need to keep their quality and safety high. However, recently, leading baby goods specialty stores have started establishing the system that can conduct marketing activities through which their own newly-developed products are assessed by their customers and membership anytime, before they are able to promote highly functioned and well-designed products. By developing their own products not inferior to NB products (so-called “national brand products”, i.e., famous and trusted brands developed by leading makers), leading baby goods specialty stores are trying to differentiate themselves from other specialty stores. This tendency is likely to be more vigorous.

◆ **Report Format:**

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Price: 120,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

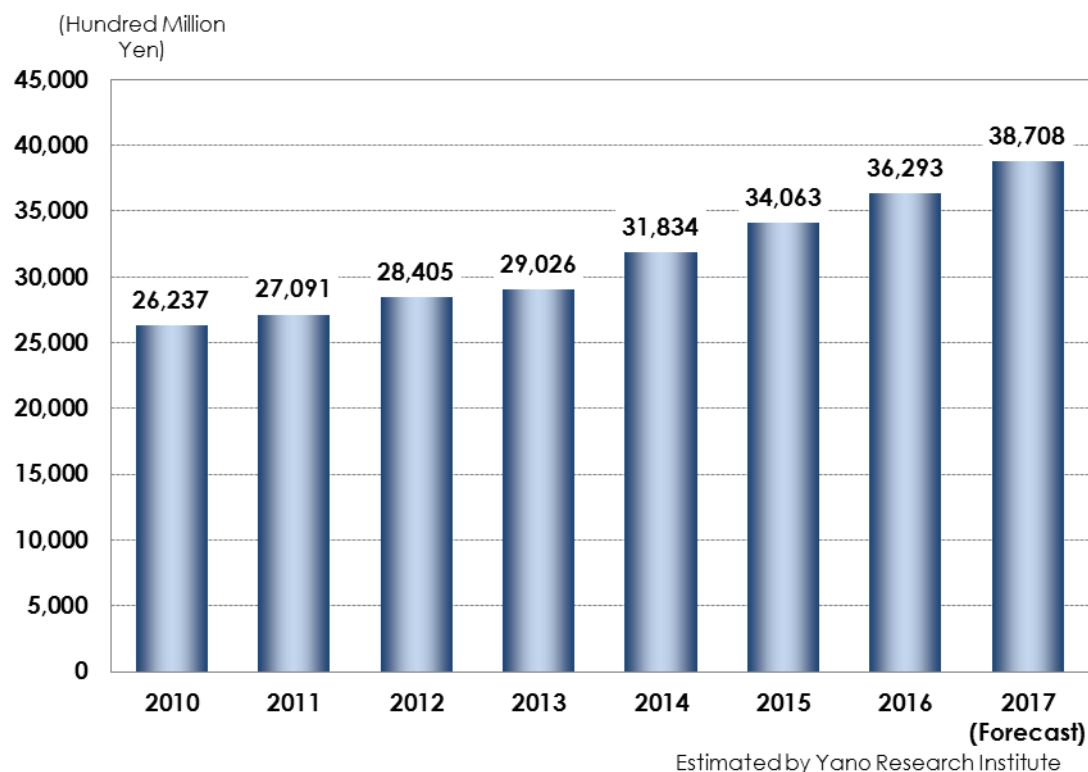
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■ **Figure 1: Transition and Forecast of Baby Goods and Service Market Size**



Notes:

1. The size of baby goods is calculated based on the shipment value at the makers, and the services based on the sales at the providers of the services.
2. The domestic baby goods and service market in this research indicate the market of goods for babies (age 0-2), giving birth, and raising children (i.e., food, clothing, personal belongings, toys/intellectual training goods/information goods, as well as of the services for babies, expecting mothers, and raising children (i.e., maternity schools, nursery school/day-care facilities for children, baby sitters, baby goods rental services, and etc.) Note that some goods and services for infants of 3 years of age or more are included.