

Questionnaire on Purchase for Babies: Key Research Findings 2015

◆ Research Outline

Yano Research Institute has conducted a questionnaire regarding purchasing things for the babies with the following conditions:

1. Research period: November 2015
2. Research target: Mothers with their first-born child aged between 0 and 2, nationwide
3. Research methodologies: Online questionnaire

◆ Key Findings

■ Majority of Mothers Use Online Shopping Websites More Than or About the Same Frequency as Real Shops

When asked about the frequency of using online shopping websites for buying things for the babies to 564 mothers who use online shopping websites and have 0 to 2 year-old firstborn child, the largest number of response was that they use real shops more than online shopping websites, occupying 39.0%. However, 33.7% were found to use online shopping websites more than real shops for purchase for the babies and 24.1% use both about the same frequency. Therefore, it became clear that the majority of mothers use online shopping when they purchase for the babies.

■ Rate of Using Online Shopping for Buying Baby Goods and/or Baby Wear Exceed 30%

When looking at the use rate of online shopping by item, baby wear occupies 36.2%, baby goods (baby bottles, tableware, baby lotion/soaps and other skincare goods, etc.) accounted for 34.1%, while baby beds accounted for 22.7%, and buggies or strollers 17.9%. It shows how mothers want to look at the real products when it comes to buying baby beds and strollers.

■ Large EC Retailers Occupied Top 3 Online Shopping Websites Used by Mothers

45.5% of mothers use “Rakuten” followed by “Amazon.co.jp” and “Belle Maison”, 26.3% and 26.0% of mothers, respectively. It shows that large EC retailers occupied the top 3 most-used websites by mothers.

◆ Report format:

Published report: “Baby Marketing Almanac 2016”

Issued on: December 28, 2015

Language: Japanese

Format: 399 pages in A4 format

Price: 100, 000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

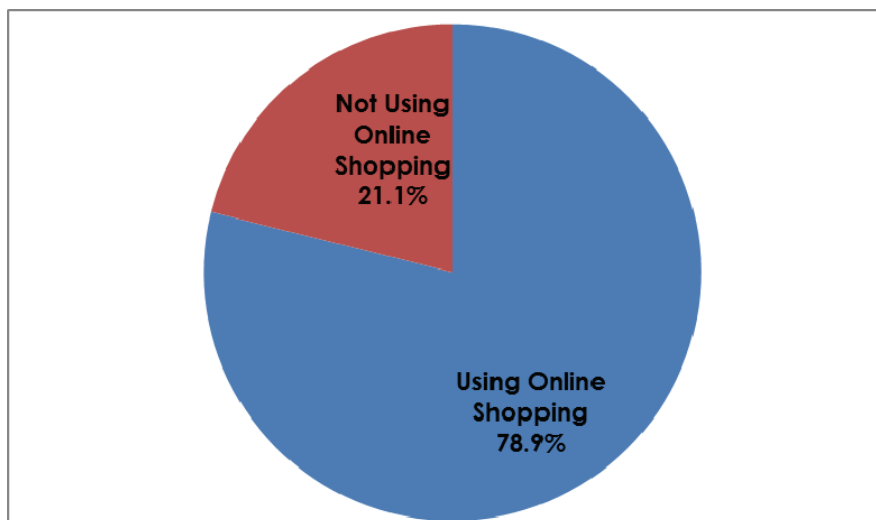
Contacts: Public Relations

Yano Research Institute Ltd. (URL: <http://www.yanoresearch.com>)

Phone: +81-3-5371-6912

E-mail: press@yano.co.jp

■ **Figure 1: Whether or Not Using Online Shopping Websites for Purchase for the Babies**

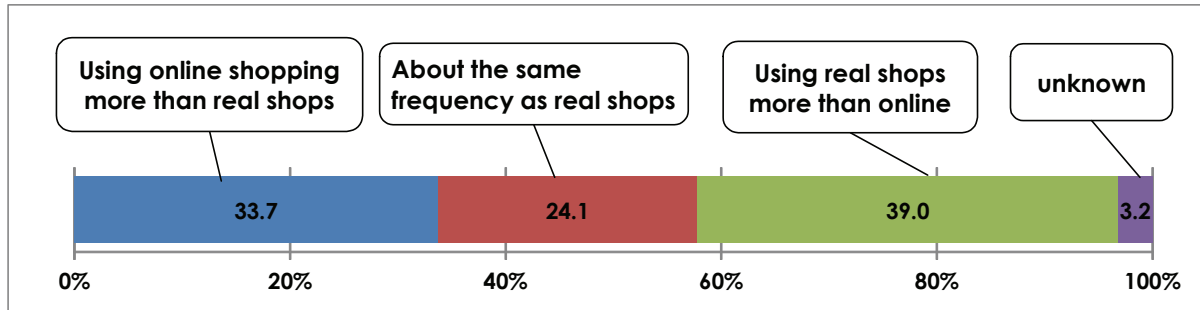


Research by Yano Research Institute

Note:

1. The research period: November 2015; Research target: Nationwide 715 mothers with their first-born child aged between 0 and 2; Methodologies: Online questionnaire with monitors, Single response.

■ **Figure 2: Frequency of Using Online Shopping**

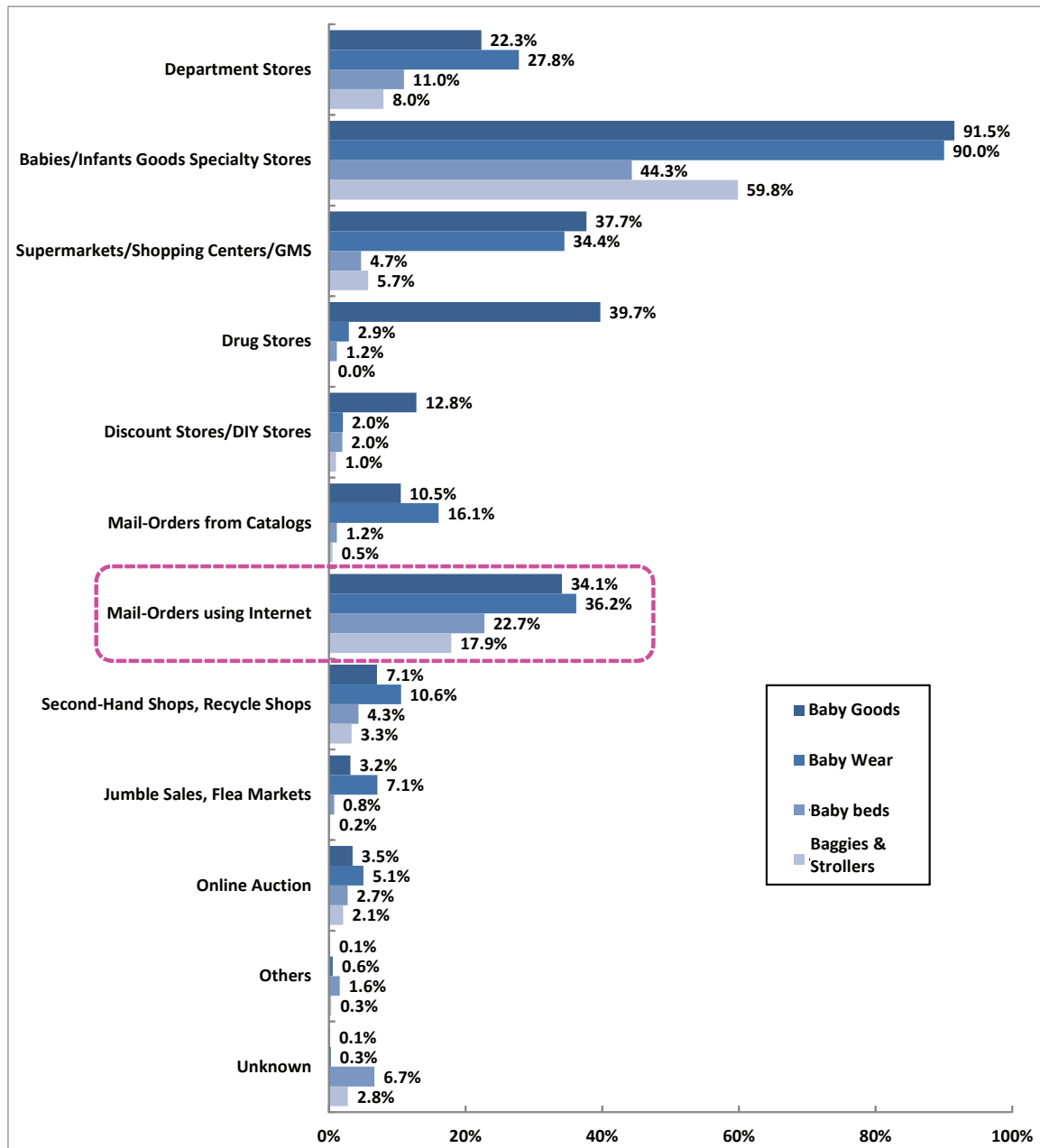


Research by Yano Research Institute

Note:

2. The research period: November 2015; Research target: Nationwide 564 mothers with their first-born child aged between 0 and 2 using online shopping; Methodologies: Online questionnaire with monitors, Single response.

■ **Figure 3: Frequently-Used Retailers by Baby-related Products by Item**

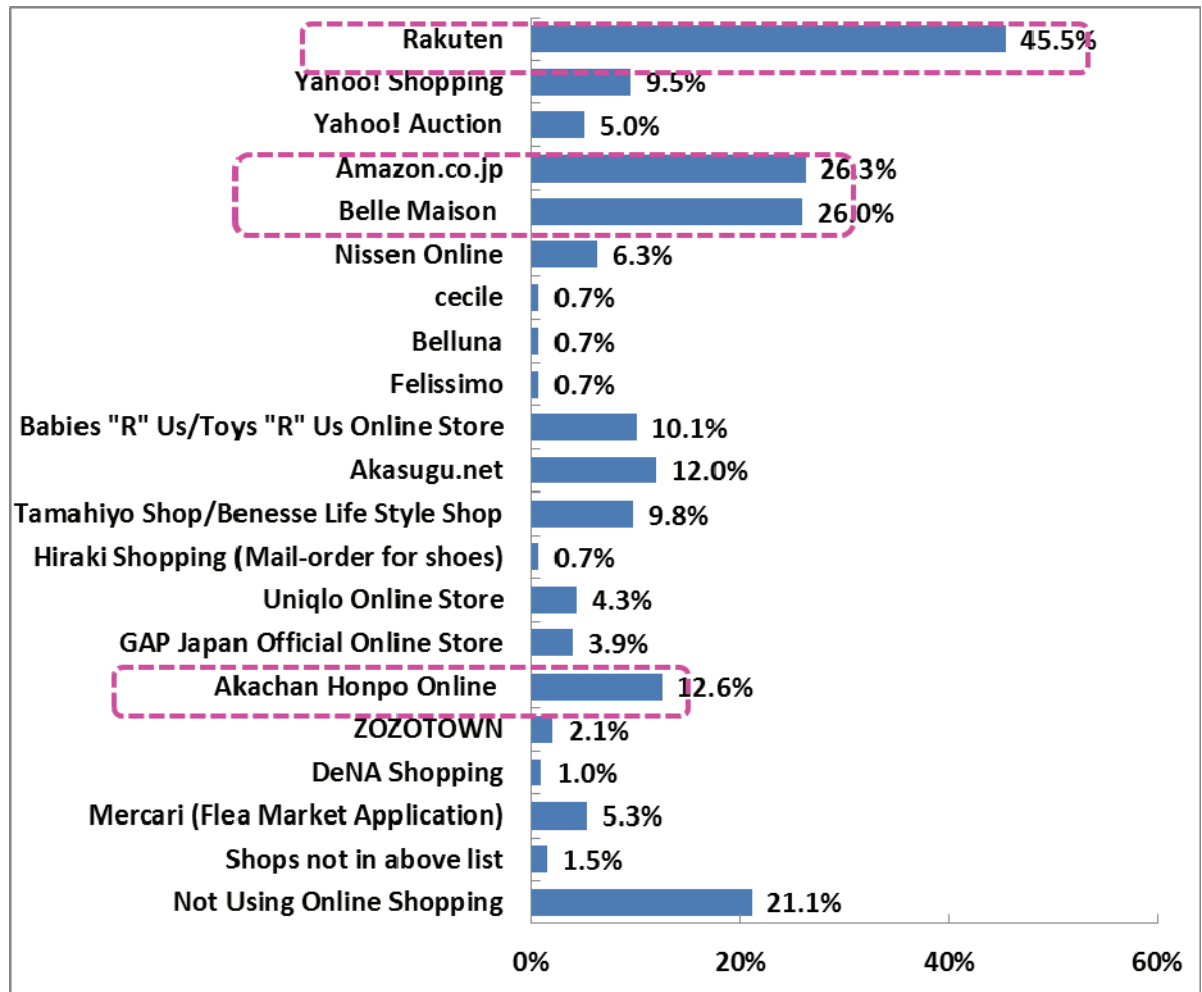


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Note:

- The research period: November 2015; Research target: Nationwide mothers with their first-born child aged between 0 and 2, and bought baby goods (695 mothers), baby wear (691 mothers), baby beds (255 mothers), and baggies or strollers (575 mothers); Methodologies: Online questionnaire with monitors; Multiple responses.

■ Figure 4: Frequently-Used Retailers by Baby-related Products by Item



Research by Yano Research Institute

Note:

- The research period: November 2015; Research target: Nationwide 715 mothers with their first-born child aged between 0 and 2; Methodologies: Online questionnaire with monitors; Multiple responses.