

Baby Care: Omnichannel Pockets of Growth

Unit sales in *Baby Care* are down $\approx 3\%$ from year ago.

Where can baby brands focus their efforts to reverse this trend?

Despite a 2.7% gain in Omnichannel Baby Care dollars, units are down

-2.9%

in L52W, indicating \$ growth was price driven.

Formula and Baby Feeding products dragged volume the most, with units down

5%-6%

vs YA across all channels

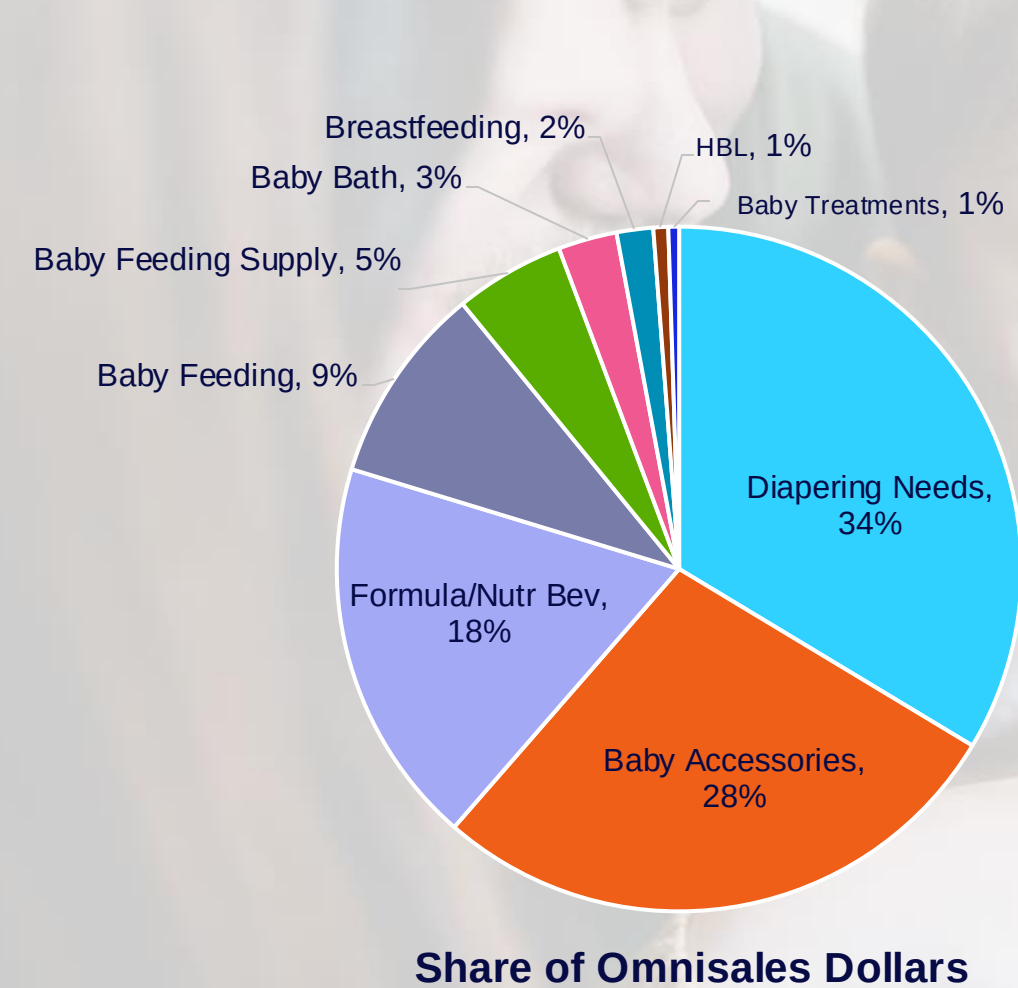
Brick & mortar drives

55%

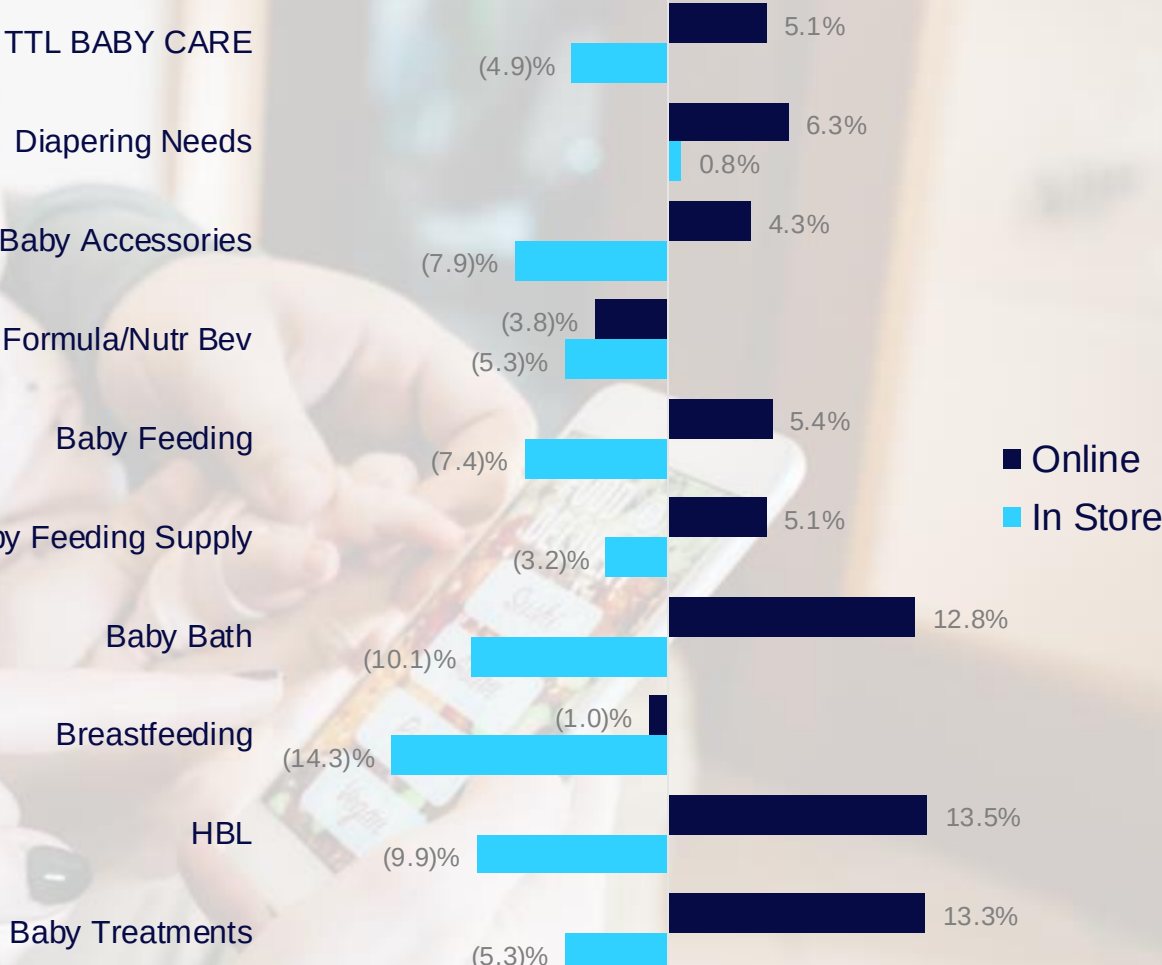
of Baby Care sales and underperformed ecommerce significantly.

Lion's share of the \$30.7B Baby Care Department is struggling to return to volume growth in store

Ecommerce is the bright spot, delivering >5% unit gains for total department and across most categories



Omnisaes Unit % CYA

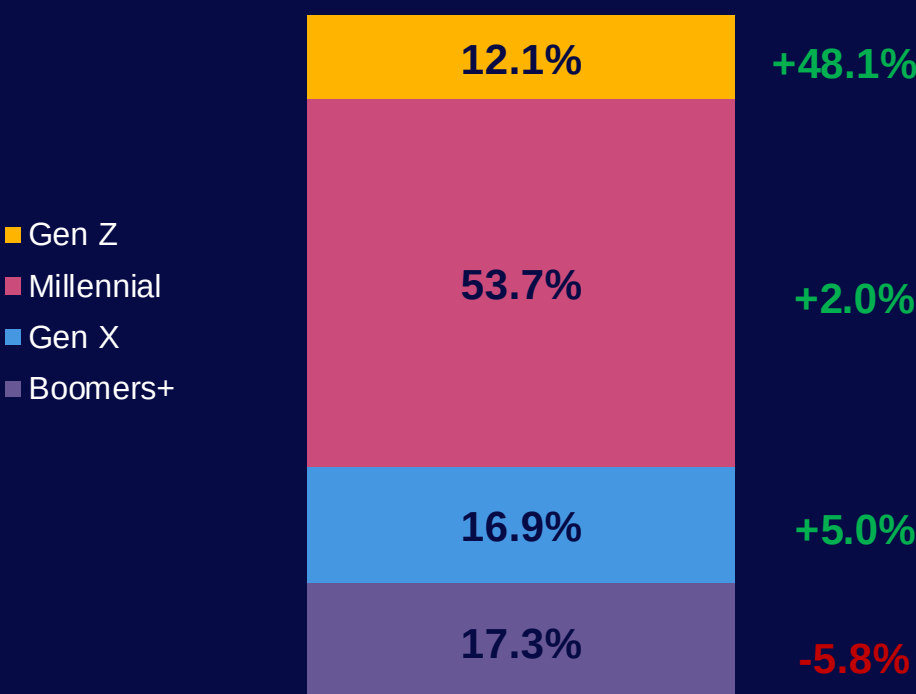


Source: NIQ Omnisaes, Total US Omni (In Store + Online), 52 w/e 6/29/2024 vs YA

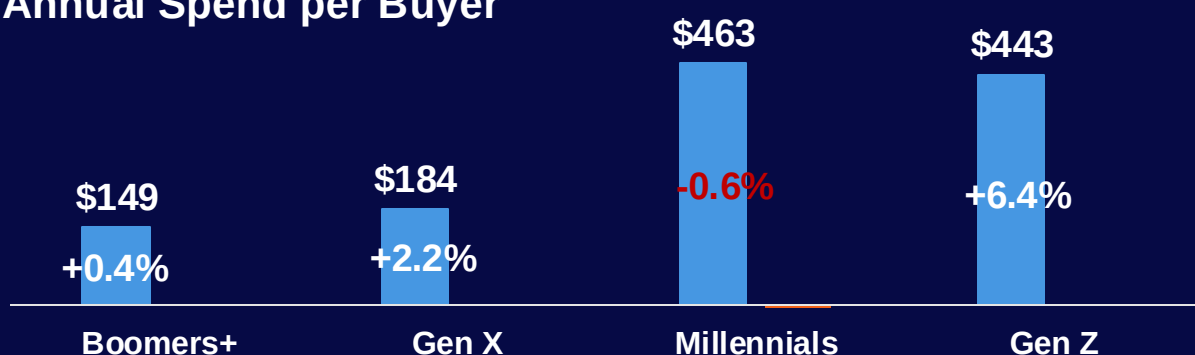
While Millennials still drive over half of all Baby Care sales, Gen Z contribution is growing much faster

Ecommerce spend is growing at 2x the rate of brick & mortar, and accelerating significantly faster for Gen Z

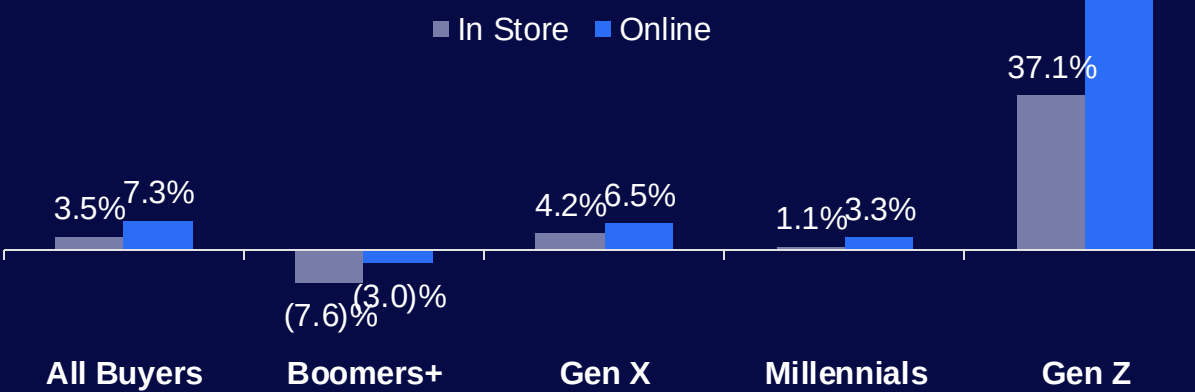
Omnisaes \$ Contribution by Generation (% of Sales and % chg vs YA)



Annual Spend per Buyer



\$ Contribution per Cohort % CYA In Store vs Online



Source: NIQ Omnishopper Panel, Total US All Outlets, 52 w/e 6/15/2024 vs YA.

Key Takeaways



- As most Baby Care categories struggle to reverse volume declines, eliminating blind spots across the omnichannel landscape is a critical step for brands wishing to gain competitive advantage. Do you have line of sight to the most promising channels for Baby Care growth?
- While Millennials have fueled the largest portion of Baby Care sales, Gen Z are now coming of age and coming into their own, contributing a rapidly growing share of department dollars. To reach this key demographic, brands must understand the unique values and motivations that influence their purchase behavior—setting them apart from preceding generations.
- As for many other categories, Baby Care ecommerce spend is growing twice as fast as brick & mortar for the total population. For Gen Z, online contribution grew over 70% from YA. Are your ecommerce strategy and assortment poised to seize this emerging opportunity?

Ask your representative how NIQ solutions can set your Baby Care brand up for success across brick & mortar and online channels.



Scan the QR code to connect with a data expert

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