

Fast Facts



Procreation Nation?

Nielsen Fast Fact: *Babies are on the brain for Canadian Consumers*

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Been invited to a baby shower lately? Noticed more competition for the family parking spots at your local store? According to the latest statistics from Nielsen Canada, it's very likely that you have.

Sales of family planning kits and many baby-related items have increased, some seeing double digit growth, in the Canadian marketplace over the past year. Family Planning kits, a \$41 million business in Canada which includes pregnancy test kits and ovulation predictor kits, saw an 11% increase in sales from this period a year ago. Ovulation predictor kits led the charge with 19% growth in sales and 23% increase in units sold.

"I know I've been seeing more strollers in my neighbourhood lately," says Carman Allison, Director, Marketing Communications, Nielsen Canada. "Not to mention an increase in the number of baby shower cards circulating at the office. These days, Canadians filling their shopping baskets with goods designed to fill the baby basket."

These products seem to be providing successful results. On the baby care front, baby seats and accessories are up 10%, and baby feeding products jumped 18%.

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