

NEW PARENTS

A Retailer's Dream



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At age 40, my world is about to change this Fall. At this newsletter's publication, my wife and I are expecting our first child any day now. Some might call it a mid-life crisis of sorts (I'm kidding, kind of ...). But however you would describe this brave new frontier we find ourselves on the brink of, it has presented an opportunity to familiarize myself with a retail sector I had very little previous experience with... BABY GEAR!

My goodness, there are a lot of baby products and gear out there. In fact, it is overwhelming! As long as people continue to have children, it would appear at least once segment of the retail universe will remain alive and well. It's pretty crazy to think about the amount of money my wife and I have already spent on products and items preparing for our baby.. and how much our family and friends have completely spent on us! Since learning we were expecting, I have remembered that Pottery Barn has their Pottery Barn for Kids concept. I have learned the OshKosh B'Gosh is still around...that

there is a Carter's near our house... and I even found myself wandering through a baby store in Idaho while on vacation... just because my wife wanted to browse! Over the past several months, we have familiarized ourselves with buybuyBABY. We have purchased a crib and a dresser at IKEA. We have browsed glider chairs at Jerome's and Living Spaces. We found the perfect white bookshelf at Target.

We have been forced to become instant experts on UPPAbaby strollers, Nuna car seats, different kinds of formula, baby bathtubs, changing pads, and bassinets. Frankly, diaper trash cans, baby laundry detergent, and wipe warmers had literally never crossed my mind. Meanwhile, I have also been on a quest to find a diaper bag that is quasi-manly.

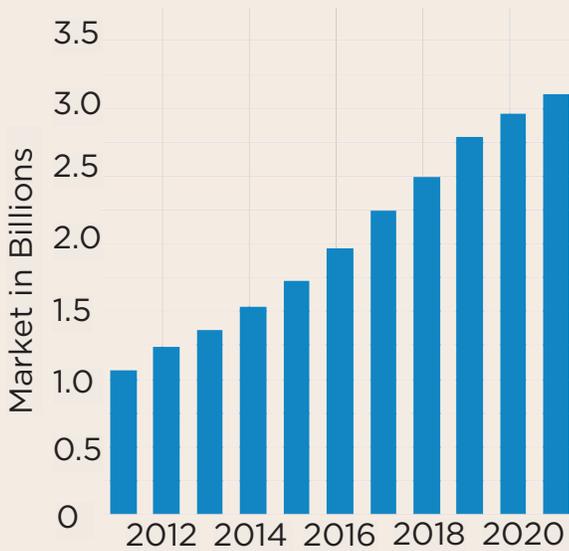
The global baby care market is expected to increase in size to be worth over 109 billion U.S. dollars by 2026 according to Statista.





Who the heck knew that some diapers are now made from bamboo fibers? I sure didn't. Call me naive, but there's a gigantic world of baby goods and services that I had yet to be exposed to. We even needed new artwork and décor when converting our guest room into the nursery. And we haven't even gotten to baby clothes! We have received countless adorable onesies, footies, swaddles, blankets, hats, socks, and other clothing items.

At this point, I am sure I have missed tons of other items that I have quickly been led to believe that we will not be able to live without! I have realized that new parents are a retailer's dream. We would already do just about anything for our child-to-be and our "spending guard" has already been compromised, similar to when on vacation. And as much as I would like to think that the retail spending is almost finished...I have been counseled by countless "friends" that the spending is just beginning! As a new parent, I must confess...retail appears alive and well!



The Market Size of the US Online Baby & Infant Apparel Sales Industry is \$3.1 Billion in 2021.

