



China Market Overview and Development

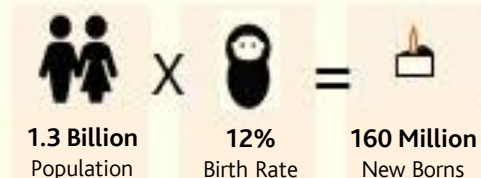
Strollers

Baby Car Seats

Baby Bottles

Market Share & Development of Strollers

The Macro Market



54%
Urban Population

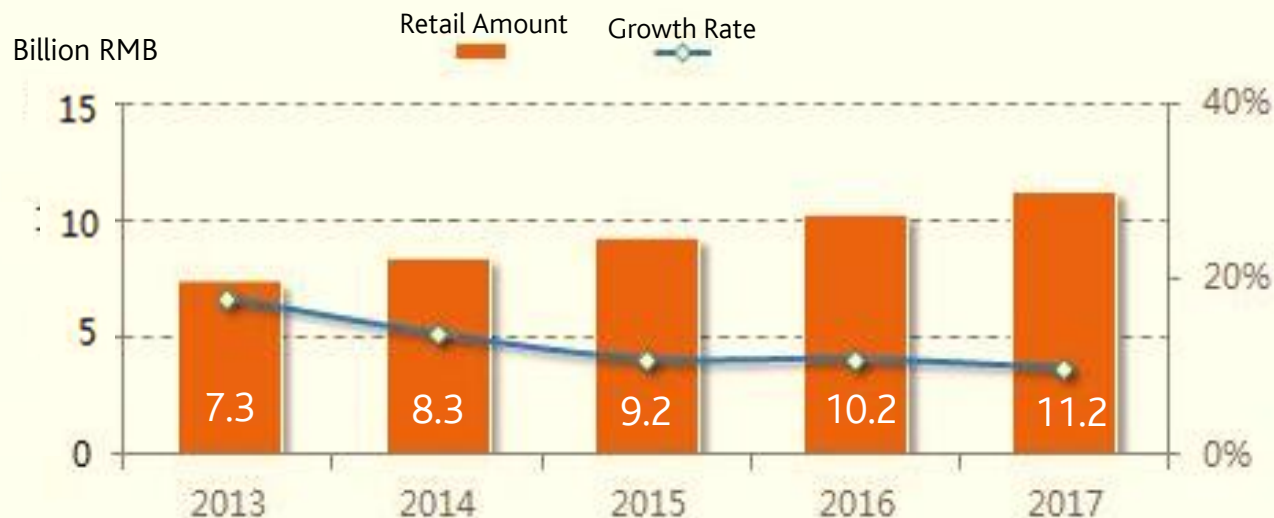
46%
Rural Population

29,547 RMB
Per Capita Income

12,985 RMB
Per Capita Income

The average price for baby strollers in China exceeded 500 RMB in 2014

Retail Amount and Growth Rates



baby boom
In the 80's



second-child
policy



high birth
rate

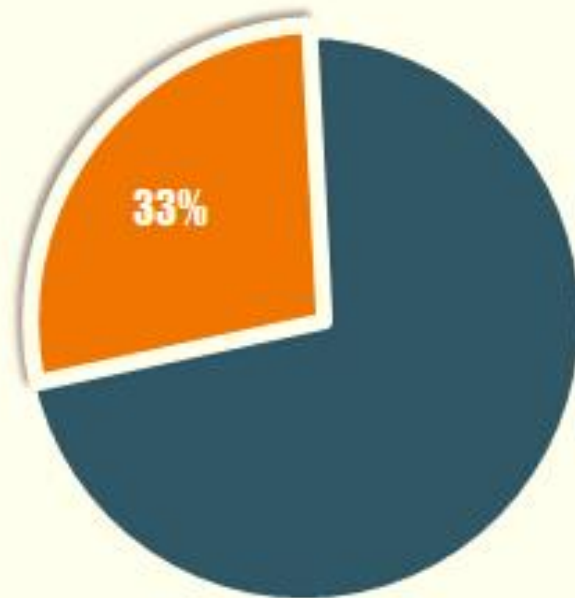


over 80 Million 0-4yo babies

The market share for baby strollers keeps its high growth rate under the stimulation of the 1980's baby boom. According to GfK, the forecast for the whole market capacity of baby strollers in China is 9.2 Billion RMB (1.48 Billion USD), and will keep the growth of at least 12% in the coming years and exceed 10 Billion RMB in 2016.

Sales Channels for Baby Strollers

Online & Offline Sales Share for Baby Strollers



■ offline

■ online



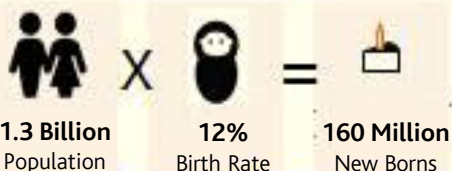
Online buyers in China reached 361 million in 2014, while the rate for people shopping online grew from 48.9% to 55.7%.



The smart-phone online shopping buyers in China reached 236 million in 2014, with the growth rate of 63.5%. 3.2 times more compared with the growth rate of general buyers.

Market Share & Development of Car Seats

The Macro Market



140 Million
Cars



<10%
With Car Seats



Extensive Media
Promotion



National Laws
Expected



Booming Growth Rates Expected

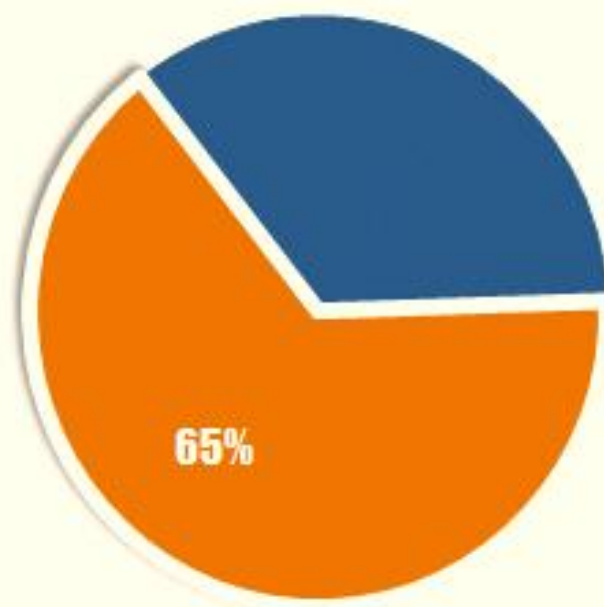
Retail Amount and Growth Rates



Due to increasing safety awareness influenced by the media in recent years, the market for car seats is growing year by year. Now Shanghai, Shandong and Shenzhen already rolled out several laws for car seats. Under the age of 12 years and sitting in the front passenger seat, or under age 4 sitting small vehicles, kids must use the car seats, and a comprehensive national law is on its way. According to the forecast of GfK, the figure for 2015 is 3.5 Billion RMB (0.56 Billion USD). If a new national law, will be rolled out, 2016 will be a booming year for car seats reaching over 10 Billion RMB (1.59Billion USD).

Sales Channels for Car Seats

Online & Offline Sales Share for Car Seats



■ offline

■ online



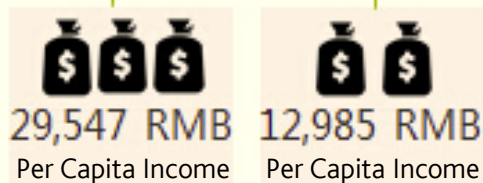
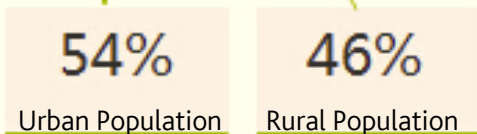
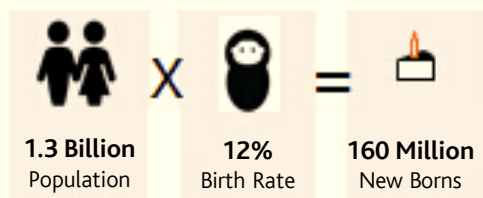
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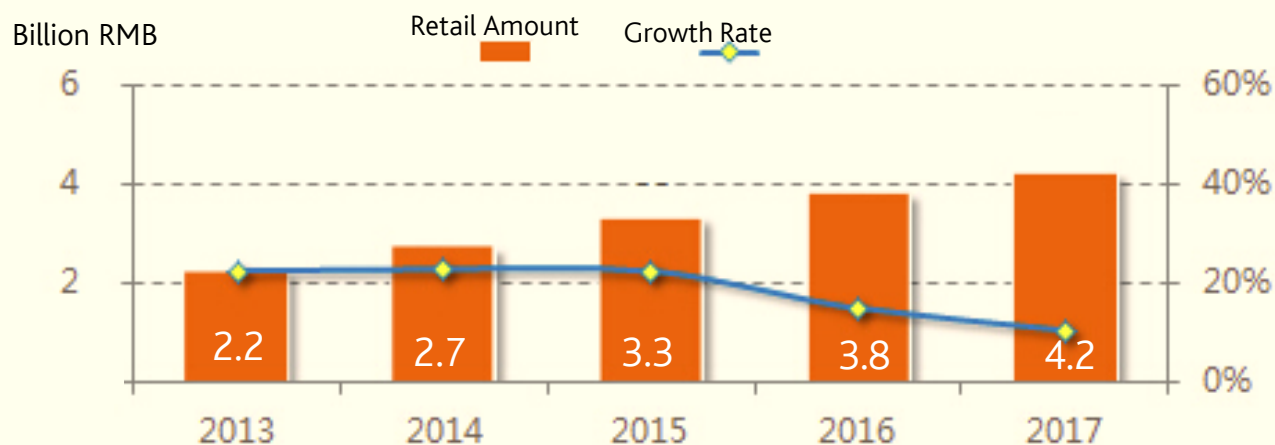
Market Share & Development of Baby Bottles

The Macro Market



The average price for baby bottles in China exceeded 45 RMB in 2014

Retail Amount and Growth Rates

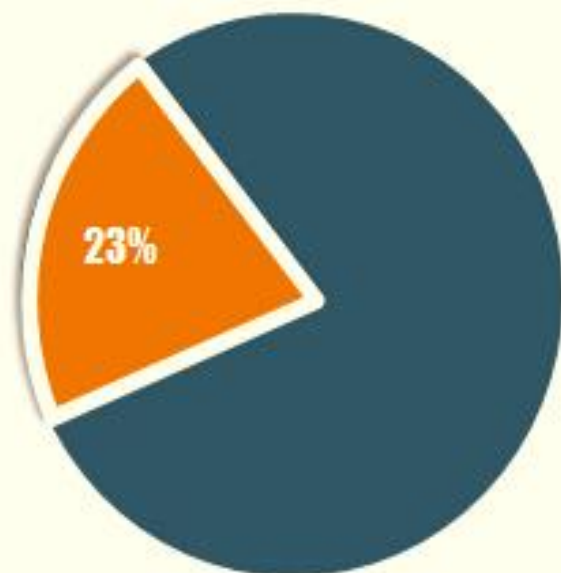


over 32 Million 0-2yo babies

The market demand for baby bottles is more stable compared with others. The estimated market capacity for Bottles in China in 2015 is 3.3 Billion RMB (0.52 Billion USD), about 17% growth compared to last year.

Sales Channels for Baby Bottles

Online & Offline Sales Share for Baby Bottles



■ offline

■ online



The online buyers in China reached 361 million in 2014, while the rate for shopping on-line people grows from 48.9% to 55.7%.



The smart-phone online shopping buyers in China reached 236 million in 2014, with the growth rate of 63.5%. 3.2 times more compared with the growth rate of general buyers.

**Get in touch with us to know more
about your company's market potential in China!**

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...and save the date for:



China Kids Expo 2016
19-21 October
Shanghai International Exhibition Centre
<http://en.china-kids-expo.com/>

China's only all-B2B trade event for the juvenile industry.