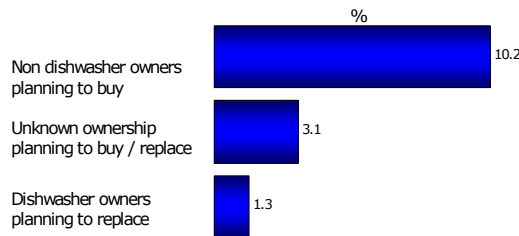
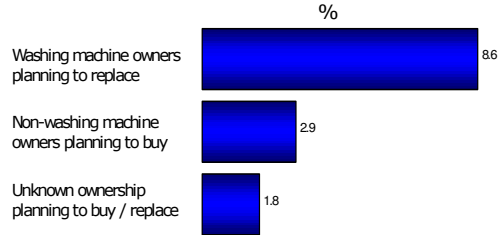


Category Insight into Household Durables

The birth of a baby brings with it many changes to the family unit. Among these are additional responsibilities, conflicting priorities, less time and an extra mouth to feed. As a consequence of these adjustments, prospective parents will often take the time in the run-up to the birth of their child to reassess household products and redefine “Essential” and “Luxury” items within the house.

According to research conducted by Bounty the following is true of young families:

1. 13% of respondents* are planning to buy or replace a washing machine in the next 6 Months



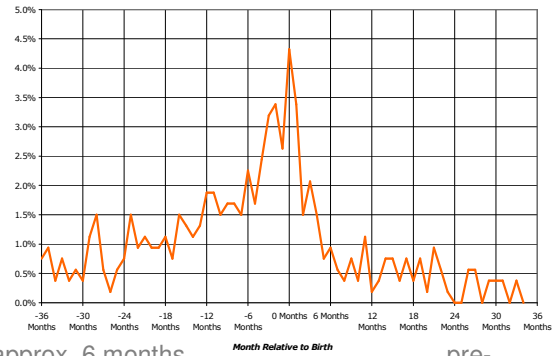
2. 15% of respondents* are likely to buy or replace a dishwasher in the next 6 months

3. 1 in 5 respondents* are likely to buy or replace a tumble drier in the next 6 months

There is also strong evidence to suggest that the timing of major purchases is key around the time of the birth of a child

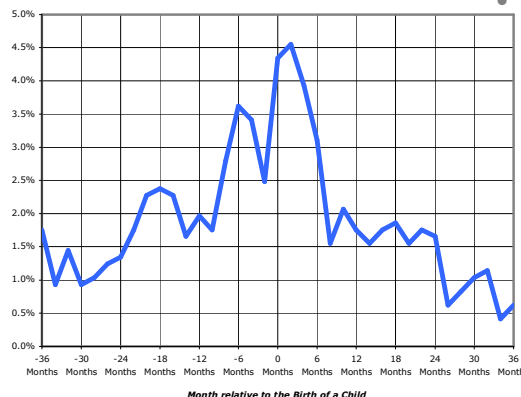
1. Camcorders

- Tend to be bought in the 6 months leading up to the birth
- There is a peak in the month of birth as parents decide to capture the early moments in the new life



2. Fridge Freezers

- An increase in purchases occurs approx. 6 months birth (people thinking ahead)
- This is followed by a peak between 0 & 3 months post-natal, possibly in preparation for weaning



If you have any further questions about the Young Family Market please contact Bounty on 01707 294000

