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Baby Showers

In the year ahead, **27%** of consumers who participated in the Occasions Survey said they expected a baby shower among family and friends, with **13%** anticipating they'd be involved with one themselves. In both cases, that represents a marginal lift from the study a year earlier.

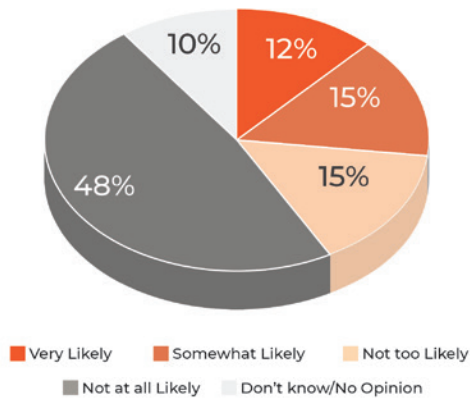
A quarter of respondents expect to purchase a baby shower gift from the home and housewares category, again, up a bit year over year, with the July-September timeframe, at 24%, the most anticipated purchasing period followed by October-December. When gifting is planned, the top home and housewares categories turned out to be bathroom or personal care products at 12%, followed by organization or home décor products at 11%, bedroom at 10%, cleaning or home environment at 7% and kitchen at 5%.



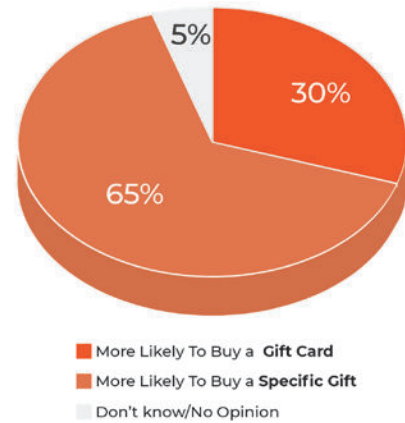
At 44%, consumers aged 18 to 34 are the most likely to be getting set for a baby shower among family and friends, while **26%** are getting ready for that event for themselves, 16 and 11 points higher, respectively, than was the case with the next highest cohort consisting of consumers 35-44 years old.



For your friends and family, how likely is it, if at all, that a baby shower will take place over the next 12 months?



For a baby shower, are you more likely to buy a gift card or a specific gift?

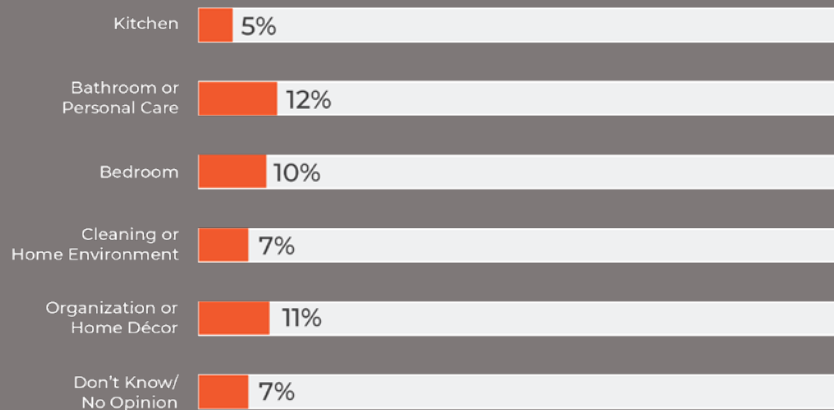


Gender differences related to baby showers are slight in the Occasions Survey, for the most part, but more men, at 16%, see a baby shower happening in their lives over the upcoming year than women at 11%.



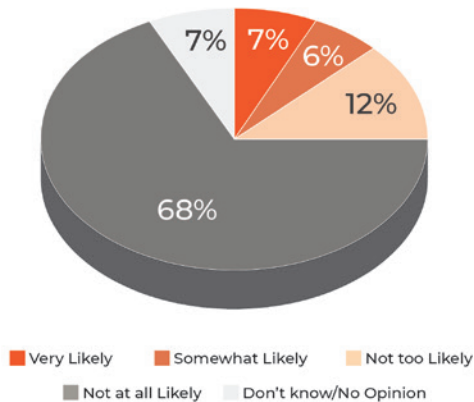
Consumers from households earning more than \$100,000 a year narrowly edge out those making middle incomes of \$50,000 to \$100,000 a year in anticipation of a bridal shower event in the lives of their family and friends or their own lives.

What general product categories of home and housewares gifts would you be likely to purchase for a baby shower? (Select all that apply)

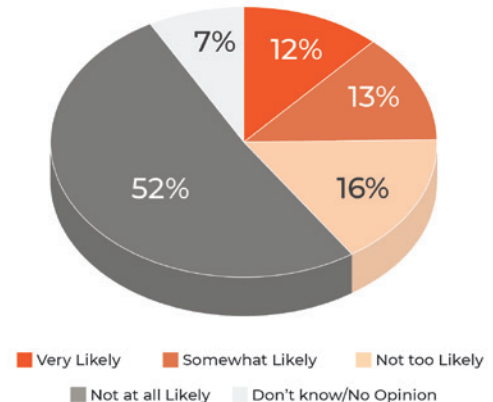


The youngest consumer group in the study, at 40%, has a 10-point superiority in purchasing home and houseware gifts for a baby shower over second-place 35- to 44-year-olds.

For yourself, how likely is it, if at all, that a baby shower will take place in the next 12 months?



In the next 12 months, how likely is it, if at all, that you will purchase a home and housewares gift for a baby shower?



In the Occasions Survey, most consumers want to pick something personal when it comes to baby showers, at 65%, as compared to the 30% who prefer gift cards, with the 65% figure being the highest preference for picking a personal gift.

Final Thoughts



The nature of baby showers is changing, with men now more likely to attend in at least some capacity and long-time elements such as games becoming optional. Although traditionally held for the first child, Parents.com notes that today, friends and relatives may hold a "baby sprinkle" for later births, an event designed to restock newborn products for mom and dad. As such, baby celebrations are in flux, which may provide additional opportunities, perhaps for "sprinkle" promotions as a follow-up to shower registry lists.

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