

## **BUYING, BUYING FOR BABY**



### **Springwise suspects there's more room for baby megastores than the current seven buybuyBABYs in NY, MD and NJ.**

Babies may be small, but the amount of stuff parents need to feed and accommodate them isn't. So the nation that taught the world to 'super size' it, now brings us **buybuy BABY**, a chain of seven massive, 35,000 – 60,000 square foot retail stores across the States of New York, Maryland and New Jersey, offering over 20,000 infant-related products (source: Ruth Thomas-Suh). Think mattresses, cribs, cradles, bassinets, portacribs, clothing, gliders, rockers, toy chests, table and chair sets, cribs, chests, changing tables, toys, books, CDs, audio and video tapes, stuffed animals, infant seats, walkers, bassinets, playpens, high chairs, car seats, booster seats, strollers, diapers, wipes, feeding, safety, and gifts. Oh well, you get the picture. A typical store also features a breast feeding room, a computerized gift registry, artist on staff, and 12(!) check-out registers.

#### **Opportunities**

The name may give you the creeps, but the buybuyBABY concept works. The sheer dedication and size of the assortment will make unsuspecting parents spend a good many hours and dollars wandering the aisles of these one-stop stores. And since most people on this earth will sooner or later engage in a bit of spawning themselves, Springwise suspects there's more room for baby mega stores than the current seven buybuyBABYs in NY, MD and NJ.

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Website: [www.buybuybaby.com/](http://www.buybuybaby.com/)