

# Parents-in-Waiting: Global Perinatal Market Trends

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## Abstracts

Despite low birth rates and economic pressures, pregnancy and childbirth are celebrated more than ever. From the moment of conception, routines and shopping habits change radically and a growing “bump” industry has emerged, spanning everything from prenatal health and wellbeing to maternity fashion, baby showers, nursery equipment and newborn consumables. This global study gives a unique insight into the perinatal market and the strategies used by marketers to hook new parents-to-be from the out...

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