



Brand Portfolio

Baby Care/ From Family On



RECARO



King Jouet



Prenatal

Health&Beauty/ Self & Relation Parenting

CONTROL

goovi





Description

Multispecialized parenting brand: a common vision for different vertical business units: juvenile, nursing, toys, fashion and shoes, leveraging innovation into each market thanks to the owned Research Center.

Chicco has always been "wherever there's a baby" and is one of **the top 10 Italian consumer goods brands**.

Over 120 countries, with more than **360 single-brand stores** and **about 700 million euros net revenues**.

The United States market is the second after Italy in terms of sales volume.

BUSINESS AREAS

- gear
- feeding & soothing
- weaning, cosmetics and caring
- newborn, infant & toddler toys
- shoes & fashion for newborn and kids



Pandemic Impact

- Baby care – though defined as essential category in other countries, not in India during lockdown
- We suffered during lockdown months, but gained back due to pent up demand specially in regular consumables (Cosmetics & Nursing)
- The factors that restricted growth:
 - **Travel range:** travel, specially with babies is significantly reduced
 - **Delayed pregnancy:** contrary to expectation of more births, people delayed pregnancy to avoid hospital environment exposure
 - **Toys:** Exiting the category, government's policy change

2020: lost 15% of business over 2019

2021: we regained business over 2020 and 2019

Further Challenges

- Uncertainty in global supply chain: relating to availability of Raw materials, Shipping containers, movement of people
- Cost pressure: increase in cost of goods due to increased local fuel prices and global supplies constraints

Future Outlook

- Positive outlook: increased consumer demand in certain categories
- Faster shift towards online/ ecommerce from traditional channels