

REBELSTORK



Annual Baby Gear Recommerce Report



2023

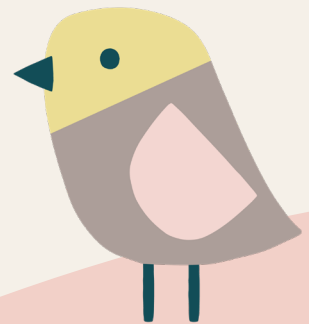


Brought to you by Rebelstork
First Baby Gear Marketplace Created for Parents

APRIL 2023

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Letter from our Founder

The state of parenting is looking bright and optimism is having its comeback. After a few tough years of setbacks, it's clear how universal the parenting experience is to everyone: against all odds, we make it work! We've got bright blue skies ahead.

Rebelstork was born for every parent. Moms, dads and caregivers can now afford the best for their babies on a budget.

In 2023, the desire and need for affordable premium products is stronger than ever. Thanks to inflation, the cost of having kids across North America has ballooned. In the US, higher prices are persisting after the Federal Reserve raised interest rates and economic concerns have mounted. All signs point to a recession.

While the majority of the parenting chaos surrounding the pandemic has subsided, the mental health challenges that created those panicked, anxious feelings have been highlighted amid continued uncertainty.

'Getting back to normal' for most parents has meant coming to terms with the impact the last few years have had on our families, our mental health and our bank accounts. As a result, we're all being a lot more real. The pressure to show up perfectly is exhausting. Rebel parenting is officially a thing as we collectively shift out of survival and into thrive mode, together.

Rebelstork is transforming the way a new generation of parents purchase, based on the first and most advanced technology and proprietary resale algorithm available in the industry: REV™. We are the first tech-driven marketplace created for parents, allowing families safe and hassle-free access to the best brands for a fraction of their retail price. We empower parents, brands and retailers to participate in the circular economy and help build a more sustainable world for the next generation. As a proud Certified B-Corporation, we believe the path to help restore our planet is the only path. When you buy from Rebelstork, you fuel a force for good, and put people and the environment first. B-Corp certification is more than a mark, it's making our mark on the world.

We are devoted to continuing to build a business where our wins are wins for everyone.

A handwritten signature in a cursive script that reads "Emily".

A Lil' Memory Lane

Because we overcame and have so much to be grateful for.

2020

Year of devastation. chaos and mass global confusion due to Covid lockdowns and school closures. Moms and dads started turning to social media. Honesty became a thing and we have not turned back.

2021

Year of hope. evaluation and reconstruction. with stops and starts as retail companies tried to figure out how to engage shoppers safely and effectively while contending with supply-chain issues and labor shortages. Masking continued. So did social media.

2022

Rebuilt and regained a sense of normalcy...sort of. Started escaping to the gym and spa again. seeing friends. family and a probable light at the end of the tunnel.

Lots of introspection and talk about #healing and becoming our #bestself. Bring on 2023. it's gonna be our year...

2023

Continued economic uncertainty and imminent recession. BUT...we now prioritize what we need. where to buy it and how to make better choices. We recognize there is something profound in surviving the unthinkable. We realize we can get through anything.

The year is 2023 and there is nowhere to go but up.

PART 1

Truthquake: A Seismic Shift In Parenting



The Rebel Parenting Generation Is Born

What does it mean to be a parent in 2023? Overwhelm and honesty. Millennials and Gen Z parents have experienced a lot that previous generations didn't have to deal with, giving rise to a new level of truth, authenticity and oversharing heard round the world.

The post-pandemic ripples are slowing, “The Great Resignation” has stabilized and the supply chain seems to be getting back on track. Some new stressors have arised —namely inflation and “are-we-in-a-recession-yet?” — but, despite it all, the outlook for parents remains bright because we've banded together like never before, bonded by shared experience with our trials-and-tribulations amplified on social media. Who knew Social Media would be a much-needed therapy sesh?



Rebel parenting is now a thing and its mantra is this: one person cannot do all things, despite his or her best efforts.

#ParentingLighter #Truth

Rise Of The Rebel

Gen Z born between 1997 and 2012. raised on social media

Millennial born between the 1980s and early 2000s. are the first digital native generation



Venting Is Caring

Being a mom isn't what it used to be

“Instead of trying to white-knuckle through it, I’m pulling over. **I’m readjusting my expectations of myself as a parent**, as an employee, and as a person. I refuse to run on empty anymore.”

The Cut

“Parent used to be a noun or identity, but now it’s used as a verb. When it became a verb, **parenting became a matter of culture rather than nature**. The modern model of child-rearing is not pro-parent but pro-child.”

Repeller

“Ultimately, it’s important for mothers to lean into the old adage of **filling their cups before pouring into everyone else’s** along with systemic change on behalf of companies and federal laws”

Fortune Well

“**I am tired** of being a super mom, super wife, and/or super employee. I am done letting society dictate what a woman’s role should be”

*The Skimm
(State of Women Report)*



Millennials and Gen Z Keeping It Real, At Last!

62%

parents who say being a parent has been at least somewhat harder than they expected.

26%

say it's a lot harder.

41%

say it's tiring.

29%

say it is stressful all or most of the time.

“Mothers and fathers are about equally likely to say being a parent is enjoyable and rewarding, but larger shares of mothers than fathers say parenting is tiring and stressful at least most of the time.”

PureWow





2023

Parenting Lighter™ Is Now A Lifestyle

Leading the charge for Parenting Lighter™, Rebelstork helps parents ease stressors and burdens, and feel empowered to lean on conveniences to make smarter moves with money and time. This new way of life is all about shortcuts: practicing discernment with parental commitments and saying yes with your time to only things that matter.

Moms and dads are leaning in and learning how to add value to family life by subtracting the extras. Many have been forced to, due to inflation. It's like we emerged from lockdowns with the desire to be better and act wiser.

**Shopping habits
have changed.**

Sustainability is kind.

We are here for it.





Top Trends In Raising A Family

Raising Hell Encouraged

The state of parenting is heading in a healthy direction - and a more rebellious one at that. It's okay to mess up and do it all over again tomorrow, really. We've all been there and continue to try to do our best.

Prioritizing Mental Health

Trending now: opening up and finding ways to heal. Parenting in 2023 is all about fortifying our families mental health and getting everyone the help they need and deserve. Moms and dads are also helping kids navigate the loneliness that the pandemic life brought. We are shaking it off, digesting the lessons learned and moving forward.



Embracing Social Media

Social Media has grown into an unexpected hero with raw, honest and charmingly profane confessions from the front lines of parenting. Instagram and TikTok have become a useful resource in the social media space, nixing the eternal question: "am I the only one?" Instead of the perfectly polished representations of parent's lives that we've become so used to seeing on social media. Tiktok Videos and Instagram Reels are ordinary, raw and simple. Scroll for a few seconds and potentially be enlightened in so many ways.

The Evolution Of The Expert

Previous generations typically had one predominant parenting expert with a book or two to reference. Today, Millennials and Gen Z parents have hundreds of thousands of 'experts' with new and constantly evolving information

1960s: Dr. Spock

1970s: Penelope Leach

1980s: Heidi Murkoff

1990s: Dr. Sears and Harvey Karp

Today: Everyone and anyone on TikTok



What Modern Parents Want

Today's most popular brands are experts and personalities in their own right.

It's no longer just about offering products. It's about enhancing lives.

Here's what parents expect from brands more than ever:

Quality, Sustainability & Transparency

Parents seek brands that resonate with their values, beliefs and lifestyle. They prioritize high quality, high safety standards and sustainability. In 2022, North America processed \$816 billion worth of returns. *National Retail Federation Optoro* Of that, 9.5 billion pounds of returns ended up in landfills - equivalent to 10,500 fully loaded Boeing 747s. The baby durables industry is responsible for \$1.6 billion returns of which 90% ends up in landfill (Insider 2.11.23). As more parents recognize the disastrous effects of overconsumption, they are turning to sustainable businesses with honest practices.

Technology, Convenience & Ease

Gen Z income is expected to surpass that of Millennials by 2031. *Bank of America prediction* Gen Z is the most tech-savvy generation in history, forcing brands to step it up. It is no longer enough to simply have great products. Top technology, ease and ethics are everything. People expect more than ever from online shopping, including an emotional connection with the brand they're doing business with. The global baby products market is projected to reach a revised size of US \$15.6 Billion by the year 2026, growing at a CAGR of 5.1% over the analysis period. *ReportLinker/Global Newswire*

78%

of US consumers say a sustainable lifestyle is important to them.

NielsenIQ study

“Responsible shopping is a way of life. The opportunities for Rebelstork, given the current state of the world, are limitless.”

Emily Hosie, Rebelstork





REV™

The Best Way To Shop for Baby Gear

The pandemic gave us a chance to reimagine what all of the above could look like wrapped into one neat little bundle. Stressed parents, their struggles and their growing spending power have given rise to Rebelstork. Amid all the uncertainty, here's what we know for sure:

We have reimagined baby gear recommerce as a hybrid of overstock, open box and quality used gear, and completely elevated what that looks like and how it functions. Among parents, factors such as convenience and a wider selection of goods have contributed to the popularity of online shopping. The way parents buy baby gear has shifted with the headwinds blowing in our favor. Online is where the action is. Options are plentiful and prices are steep.

Some 58.3% of mothers and 56.3% of fathers (vs. 45.1% of total adults) agreed with the statement, 'If I find something I want in a store, I go online to see if I can get a better deal.'

Insider Intelligence

Rebelstork strengthens parental purchasing power with REV™, the first and only AI-Powered recommerce pricing technology in the baby gear industry. Informing parents of the best baby gear to buy now to resell later.

With over 90,000 searches, REV™ has quickly been established as the resale pricing authority in the baby gear space setting the benchmark for nearly every baby gear make and model.

82%

Gen Z has considered the resale value of items before purchasing

ThredUp Resale Report 2023

PART 2

Baby. It's A Wild World: State Of The Baby Industry



Realities Right Now

In 2023 parents enter a cost of living crisis unseen in a generation. People have always loved a deal, but inflation has forced many of us to become professional deal hunters, always looking for a find. Consumers will always remain very much in the driver's seat when it comes to the future of retail.

Inflation Nation

Boosted by government handouts and savings in 2022 consumers bounced back from the pandemic shutdowns to find a short supply of, well, just about everything.

2022 US inflation reaches a **40 YEAR HIGH**.

Gas prices up 60% at \$5+ a gallon in some states. *CNN*

Inflated costs that are affecting parents across North America

+49.1%



Eggs

+10.1%



Gas

+254.1%



Elementary School Lunches

+9.7%



Fruits & Veggies

+3.6%



Apparel



Recession In Session

Whether it's deep or shallow, long or short, is up for debate, but the idea that the economy is going into a period of contraction is pretty much the consensus view among economists.

Rebelstork is ready to support in this recession.

Parents recognize that you're going to have to make some tradeoffs with other items in your budget. The idea of buying recommerce (overstock, open box or used items) is becoming increasingly common. Child care expenses are throwing parents into debt, and with many parents unable to keep up with the rising costs, some are leaving their jobs in search of work-from-home options.

Traders in the futures market expect the Fed to start cutting rates by the end of 2023. In its own forecast, the central bank shows rate cuts starting in 2024. *CNBC*

“The pandemic temporarily reduced the volume of newness flooding the market at hyper-speed. **There is still overproduction** as consumers pull back on spending due to the looming cost of goods.”

Forbes

A 2022 Lending Tree report notes that Americans spend almost 20% of their annual income on child care - and that number goes up to 29% in some regions.

Reports are showing home values were up 22% over the past year. Even with a budget of \$700,000, it's hard to find anything safe or big enough for a growing family. *Parents.com*

“Gen Z and Millennial moms and dads are 2.5 times more likely than other generations to buy second-hand goods.” *Mintel*

62%

percent of parents who purchased on a recommerce site for baby items in the last 12 months.

83%

were parents of 0-2 year olds.

GlobalData Market Analysis, Forecasts & Consumer Survey





Tech Surge Leads To Layoffs

In 2020 and 2021, technology companies went on a hiring spree, fueled by low interest rates and demand for tech products while people were staying at home during the pandemic.

Now that we're in a completely opposite environment, these same tech companies are performing layoffs to undo their overhiring from the past couple of years.

“Technology giants resort to layoffs – including Amazon, Microsoft, and Meta – driven by misjudging pandemic booms for sustainable growth.” *Time*

154,843

increase in job cuts recorded in the U.S. during 2022

6%

number of jobs cut by technology firms in 2022

75,912

employees laid off so far by technology firms in 2023

Layoffs.fyi



What's Happening In The Baby Industry

The landscape has shifted further toward recommerce, an umbrella term for overstock, open box (returns and liquidation) and used products. There is a forever need for value.

Parents deserve the best.



The Future Of Funding: Security, Reliability & Sustainability

The global energy landscape shifted in 2022 with record prices and supply disruptions related to the Russia-Ukraine war.

In 2023, we believe sustainability initiatives could be tested by persistent inflation and economic uncertainty. Despite these headwinds, we continue to view that the sustainable debt market will help advance sustainability goals.

'Investors are increasingly choosing ESG criteria. Of those investors, 89% had adopted ESG in 2022, up from 84% in 2021.' *Capital Group study*

'As investors demand more clarity and transparency concerning investment products that claim to follow ESG practices, expect to see a rise in government regulations introduced in 2023.'

US News

'The increasing risk of environmental, social and governance (ESG)-related litigation, including over sustainability disclosure, will be another challenge for companies and investors to navigate.' *S&P Global*

Being A B-Corp

We're certified and proud.

Rebelstork walks a fine line between purpose and profit, making each business decision with our planet top of mind, minimizing the stuff burden on the next generation and building a better future for all. Our environmental advocacy has earned us B-Corp status, the highest standard for socially responsible business.





Babies For the Win!

The stork never takes a day off.

There will always be babies populating the planet. Even in times of recession, chaos, stress and total uncertainty, the business of making families remains booming.

4.1m

Babies born in
North America in 2022

*United Nations. Department of Economic and
Social Affairs. Population Division 2022*

40%

Are the first born
in their families

*United Nations. Department of Economic and
Social Affairs. Population Division 2022*

\$15 - 18k

Average parents will spend
on baby's first year

Money Magazine 2023

\$300k

The cost of raising a child
through high school (that's
not accounting for college)

Brookings Institute



PART 3

99 Problems:
Recommerce
Solves Them



Recommerce, The Shining Star

As much as shopping formats and preferences have changed over the last couple of decades, one thing has remained the same: everyone wants to save money. Recommerce has given new meaning to the thrill of the hunt. If you are willing to be persistent, it is possible to find a great value without ever leaving the house.



59%

shoppers surveyed who say the top reason for buying recommerce is value.

27%

say they turned to recommerce for kids' and baby items due to rising inflation - to stretch their budgets and generate extra income by monetizing items they no longer use.

+59%

parents surveyed who are opening their minds to open box because they have pride in knowing they are saving a never used (simply returned) item from landfill.

Rebelstork Parenting Survey Jan 2023

Beyond value, more than one-third of resale buyers surveyed are all in when it comes to sustainability.

PRNewswire

Making the shift to a circular economy won't be easy. But the reward - a world where people, nature and economies can all thrive - will be worth the effort. We all need to come together to be better consumers. *World Resources Institute*

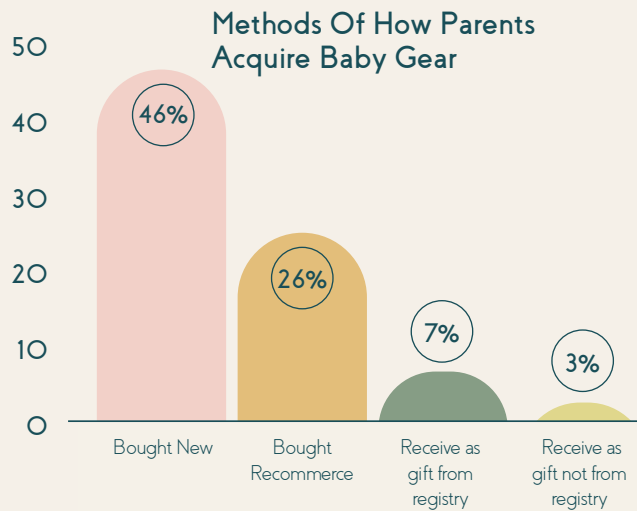
'One of the defining stories in retail in 2022 centered on the struggles of big box retailers to deal with unsold/returned inventory. As economic indicators continue to shift wildly, retailers will find it even more difficult to forecast the spending behaviors of even their most reliable customers. Expect to see retailers focusing on flexibility-aiming to respond to consumer demand and fill orders quickly without taking on the expense and risk of a warehouse full of potentially unpopular goods.'

Fast Company

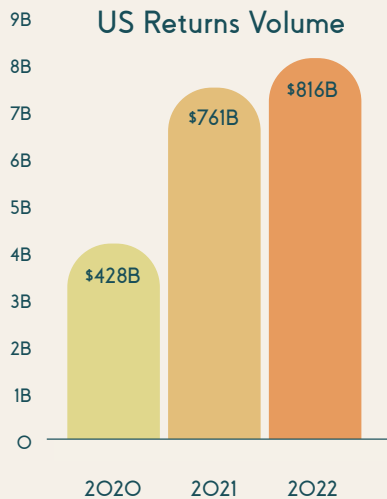




How Parents Acquire Baby Gear



Rebelstork Parenting Survey Jan 2023



The US recommerce market is expected to more than double by 2026, reaching \$82 billion Thredup. And. The US Returns Volume hit 816 billion this year and is expected to remain high but steady through 2026.

Optoro impact report 2022

Brick & Mortar Is Slowing, Online Is Growing

22.3% of total retail sales are expected to be online by 2023. By 2023, it's predicted that U.S. e-commerce sales will surpass 1 trillion dollars and that there will be over 278 million online shoppers.

U.S. ecommerce sales reached \$1.03 trillion in 2022. That marks the first time ecommerce revenue has topped the \$1 trillion level. It's also well above 2021's \$960.44 billion.

according to a Digital Commerce 360 analysis of U.S. Department of Commerce figures

How does mobile commerce relate to the baby industry?

This is a legacy industry with thousands of big stores across North America. It is shifting to online FAST, catching up to the evolution seen across all other retail industries. How fast? In 2022, some of the largest retail institutions in the North American baby industry suffered a slowdown and some fell into some form of financial difficulty.



Millennials Shop Social Media The Most

55%

People aged 18 to 24 in the United States who have made a purchase on social media.

Forbes

91%

Made online purchases using their smartphone.

Forbes

Gen Z rates in-store and online shopping nearly the same when it comes to convenience meeting their needs (42% and 40% respectively), and equally for finding the items they need (36%).

Affluent shoppers report that online beats in-store on price (36%) and finding the items they need (37%), and even more so for saving time (64%). *Forbes*

Furthermore, more than half of them consider sustainability of a product when choosing what to buy and 41% emphasize on accreditations.

Common reasons for quick returns

gift purchase

product wasn't as described

customer bought wrong item

product was damaged on arrival

customer changed mind

merchant shipped wrong item

parent bought multiples with intent to return others (called 'Bracketing')

Among the various groups of mothers, millennial moms, those aged between 26 and 41 are the most likely to shop online (at 80%), making them the most attractive cohort for online businesses.

Best Media Info + Global News Wire



Ethical Era

Gen Z is most passionate about buying products from brands that align with their values (sustainability and mother Earth).

45% of Gen Z have boycotted a business

36% Enjoy buying products that display their social and political beliefs

Hubspot

Purchases of recommerce baby gear by generation

76%

gen z

63%

millennial

55%

gen x

People are now having babies well into their late 40s

What To Expect

Baby recommerce market projection

\$12.8B by 2030 (+83%. from \$7B)

GlobalData 2021 Market Analysis and Forecasts Data

51%

Gen Z parents worried about affording essentials

GlobalData 2021 Market Analysis and Forecasts Data

41%

parents worrying about being able to afford essentials

Hello Bello Parenthood Report

55%

of new or expecting moms report having bought secondhand baby gear.

Everyday Health Group Study





Sustainability Matters

“Climate change will accelerate humanitarian crises around the world in 2023, adding to the issues created by armed conflict and economic downturns.”

Study by the NGO International Rescue Committee (IRC)

The Returns Crisis: Some Scary Stats

\$816

billion

(2022) returned inventory in the US

24

million metric tons

of CO2 emitted =
5.1 millions cars driven
for one year

9.5

billion pounds

of returns in landfills =
10,500 fully loaded
Boeing 747s

2022 Optoro Impact Report

For every \$1 billion in sales, the average retailer incurs \$106 million in returns.

Business of Fashion

“With so many returns, there is reluctance from luxury companies to participate in off-price retail for fear of brand dilution. Some would literally rather burn \$37 million worth of unsold luxury merchandise than risk it being seen resold in an environment over which they don't have full control. Others were only willing to offload excess inventory.” *Fashionista*

“The state of the world, and the state of retail and e-commerce, are wildly different today than they were 12 months ago. But while these conditions continue to evolve, retailers will do what they have always done: look for new and effective ways to serve their customers.” *Fast Company*





Here's Where We Proudly Stand Right Now

Bringing resaleable gear back to life after it has been returned and opened is a practice that is making significant change to whittle down some big numbers. Rebelstork harnesses next-gen technology and growing operations to partner with big brands who believe in this mission to save Mama Earth.

We bring back to life tens-of-thousands of products, some of which have never been used but would otherwise fall victim to the damage and discard fees by ending up in landfills.



150k+

Items diverted from landfills

1k+

Brands accepted for resale

Rebelstork

40%+

of Rebelstork shoppers are discovering a brand for the first time

Powered by our **AI REV™ technology**, Rebelstork partners with the best brands and retailers through our The ReLuvable™ Collective, the smart solution for brands and retailers looking to embrace their total customer.

We are able to give our partners access to join our high-end, hassle-free recommerce revolution across North America.

The ReLuvable™ is reducing the environmental and financial impact of raising a child while also ensuring brands have the technology and selling platform to support their entry into recommerce economy.

Our prestige partners are committed to making a difference for future generations through the creation of quality products and their commitment to reuse and resale.



Don't Just Take Our Word For It

Watching more brands and retailers join us in changing how we consume gear proves that the resale movement is growing across all retail verticals! Parents are looking for ways to shop and sell gently-used gear at fair market prices and we are proud to be a tech powered and credible option. The ReLuvable™ Technology is making the shift into recommerce for brands and retailers easier than ever.



“I strongly believe all partnerships must be win-win and am excited that the Keenz x Rebelstork partnership is a win for each of our companies, for parents, and the environment,” said Janelle Fitzpatrick, CEO Keenz. “Rebelstork’s trade-in program helps extend the life of each Keenz Stroller Wagon, makes it easier for Keenz families to upgrade to a new model, and allows more families to experience for themselves how our wagons make outings with kids easier.”



“Lalo wanted to provide a more sustainable solution for our returns. While vetting the market, we could find no better outlet to support that mission for us than through Rebelstork.” said Greg Davidson, CEO and Co-Founder of Lalo. “Rebelstork has worked with us and parents to ensure our loved products can find a new home.”



“Our mission is to support parents by creating dramatically better products. And it’s important for us to support as many parents as we can,” explains Gary Waters, CEO at 4moms. “We know preparing for a baby can be expensive, especially right now. That’s why this partnership with Rebelstork is a win-win.”

“We’re giving more parents, more ways to experience our products through their ReLuvable™ Collective connecting caregivers to safe, gently-used 4moms products at a great price, while also giving our community the opportunity to extend the life of their products, and their investment.”



PART 4

Our Future: Leading the RE Renaissance



About Rebelstork

Premium Value For All Parents

We are born to make Parenting Lighter™. Across everything we do, at the heart of it all, we are a company of parents supporting parents, forever bonded by the hardest work in the world. A millennial mom of two, Founder Emily Hosie created Rebelstork with the belief that the best baby gear can be attained at the best value so you and yours can live the best life. To ensure premium value for all parents, she built a marketplace harnessing the baby gear industry's first and only instant AI-powered recommerce estimated value technology (REV™).

We are a one-stop tech driven marketplace for shopping overstock, open box and gently used baby gear, empowering moms, dads and caregivers to make more educated and responsible moves with their money. When parents across North America #RebelstorkIt they can trust they are receiving the most credible and cost effective baby gear.

REV™ Transforming Nests & Nurseries

Parents turn to REV™ to make educated decisions every step of the way when building a baby registry, purchasing new baby gear and becoming ready to sell their baby gear.

With over 90,000 searches and thousands of baby items added, REV™ reveals the best brands that retain their value so you know what to buy and when to sell to make your money work harder during this new phase of life.

Recommerce Expanded

1. Overstock
2. Open Box
3. Quality Used



Our Marketplace

Rebelstork is the first tech-driven marketplace created FOR PARENTS BY PARENTS. We empower the buy-and-sell of expert-curated, overstock, open box and quality used baby gear
UP TO 80% OFF TOP BABY BRANDS

Our Business Model

Interrupt mass return overflow
Reduce enormous waste
Divert usable items back into the hands of interested parents across North America at a fraction of the original cost



2023 REV™ Report

Before You Shop Or Sell, Use REV™

Top value, minimal effort

Make the most worthwhile investments

Learn what gear to sell now

Earn the most money back

Forging a new path for the baby industry, Rebelstork debuted REV™, the baby industry's first and only AI-Powered proprietary algorithm that custom prices resale merchandise based on up-to-the-minute market data and demand, as well as finite facts like item condition and age, providing buyers and sellers with full pricing transparency. In an industry in which the lifespan of a product is both short lived and expensive REV™ provide an instant and accurate resale offer for top quality baby goods.

This year, Rebelstork felt an **outpouring of love** from some amazing parents who shared with their communities the benefits of shopping (and selling) with Rebelstork to maximize savings and earnings. They loved finding the brands they want at a price they could afford. Participating in the circular economy and making the future a little brighter is a huge benefit.



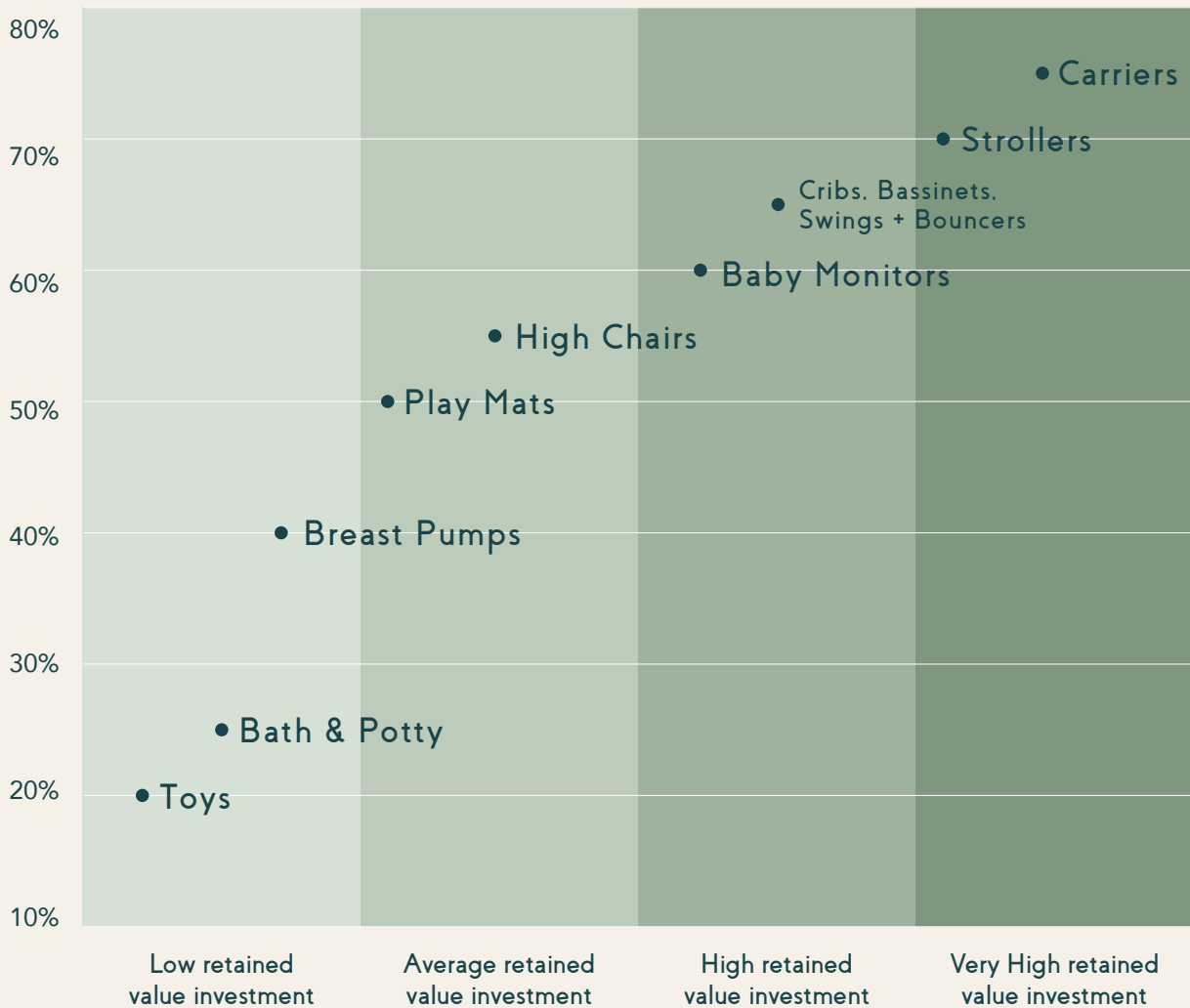


Team Rebbly's Trend Squawk

2023 is allowing parents to stretch their dollar and make life a little bit easier.

REV™ REVeals the Top 10 In-Demand Categories

We calculated the average percentage of value retained compared to retail pricing across the top categories with proprietary data pulled from our very own technology REV™.



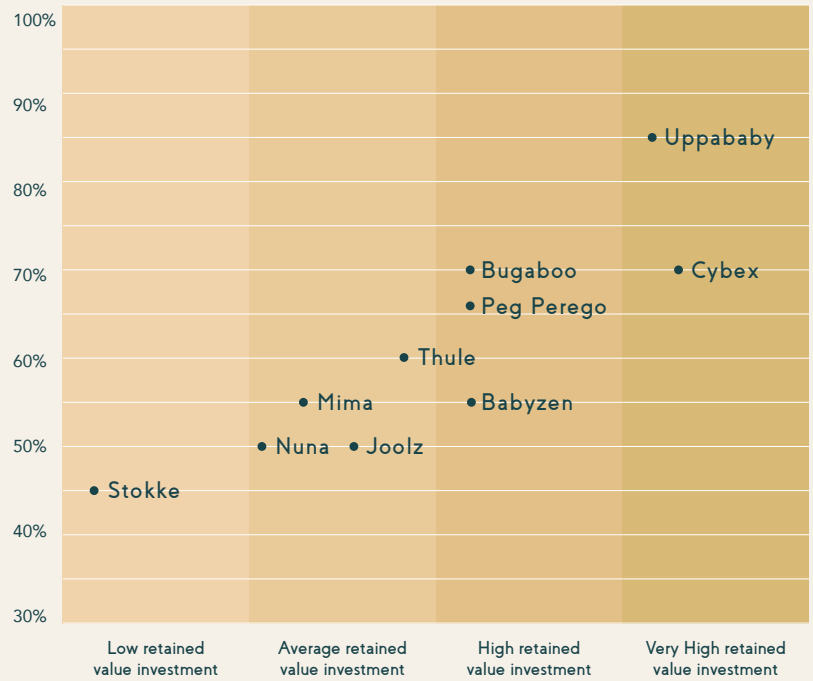
REV™ Data 2022



REV™ REVeals the Top 10 In-Demand Brands in Luxury Strollers of 2023

First-time parents are looking for a premium stroller. These are the most coveted labels accessible without having to spend more. Luxury strollers add a sense of allure and status to the everyday.

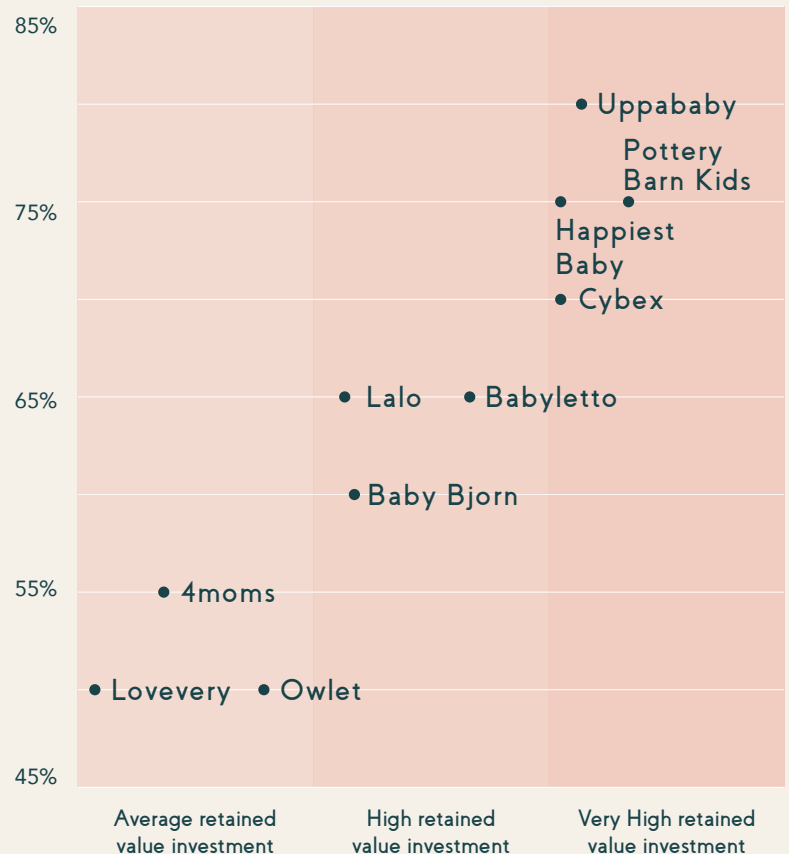
We calculated the average percentage of value retained compared to retail pricing across the most in demand luxury strollers with proprietary data pulled from our very own REV™.



REV™ Data 2022

REV™ REVeals the 10 Biggest Brands of 2023

We calculated the average percentage of value retained compared to retail pricing across all baby gear categories within brands using our proprietary data pulled from our very own technology. REV™



REV™ Data 2022





Team Rebbly's Top 6 Trends in Parenting

1. The Feeding Phenom

The formula crisis of the past year greatly accelerated the growth of this category. The discrete portable design that allows women to pump anywhere, anytime and while doing other things took off. In 2023, we forecast that moms will have more wearable pump options than ever before at price points for all ranges.

[Shop Feeding](#)



2. Brand Loyalty Declines

Brand loyalty is wavering as we enter 2023. The reasons? Firstly, inflation. In an effort to save money generic and alternative labels will become go-to's for important baby gear categories and essentials. According to FOX news, parents have started emulating the look for less by shopping lesser-known labels over big brands.

[Shop New Arrivals](#)

3. The Fourth Trimester Online Boom

People are increasingly learning how to support parents and heal themselves. According to Pinterest, Searches for postpartum baskets rose by 135% and Postpartum essentials rose by 85%.

[Shop Wellness](#)





4. No-Buzz Parenting

More parents are opting out of booze. For some, imbibing during the pandemic led to a desire to stay dry. For others, the desire to feel their best is enough. Gen Z is 20% less likely to drink compared to Millennial peers.

[Shop Prenatal/Postnatal Wellbeing](#)

5. Embracing Open Box

The popularity of open box is on the rise allowing parents to get the best brands at the best prices. And the impact it has on the planet is a win-win. Car seats are among the most desirable open box items of all time. Parents can enjoy a brand new car seat for much less.

[Shop Open Box](#)



Discover The Value of Your Baby Gear

REV is the quick and easy Resale Estimated Value index created so every parent can be an informed shopper.

Use REV before you buy or sell your baby gear so you can select wisely.

[Looking To Shop Gear](#)

[Looking To Sell Gear](#)

6. Turning To Tech

REV™ makes it easier for shoppers to make educated purchasing decisions and justify new purchases with the knowledge that they can easily turn around and sell the item back at any time.

Search recognition for nearly every baby gear make and model. Demand tracking provides up-to-the-minute data that generates demand metrics by brand and model. Price intelligence measures market value updates tracked in real time, taking the guesswork out of what to sell or pay for used baby gear.

[Try REV™](#)



After Hours

Rebelstork exists to help you Parent Lighter™

We are a go-to destination to help you build (or empty) your nest. We carry the best baby brands at the best prices. When you support Rebelstork and the brands we carry, you are supporting mama earth.

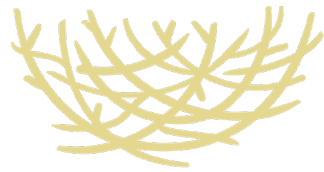
After you put the kids to bed (and have a minute to sit and relax) check out our sell-with-us service to start to make that money, honey or shop with us, to complete your nest. We carry the best brands of open box, overstock and quality used at the best prices.

[Shop With Us](#)

[Sell With Us](#)

Selling Locations

New York Metro | Greater Toronto Area



REBELSTORK

Thank you for supporting
our labor of love.

First Baby Gear Marketplace
Created for Parents

APRIL 2023