

REBELSTORK

Annual Baby Gear

Recommerce Report 2024

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A letter from our Founder

As parents, we're living our best sleepless lives, low on patience and cash, but high on purchasing power, hope, humility, grit and (evidenced by our social channels) humor.

Our children get to see us being resilient. Perspectives and priorities have changed and parents are making major cultural shifts happen. A lot of things need un-normalizing, like the effect inflation is having on the cost of raising a child. At Rebelstork, innovation is propelled by the current economic climate wherein people are embracing new ways to feel good about saving money.

Our Parenting Lighter™ mission stands strong. Together with our brand and retailer partners we divert overstocked, returned and quality used supply out of landfills and into the hands of consumers across North America at a fraction of the retail price. Our mantra has become a full-fledged movement offering transparency, authenticity and support.

Rebelstork is committed to providing premium value for all parents and we are equipping moms and dads with all they need to win at whatever comes next.

Emily

PART 1

Grit, Determination & Inflation

2023 was a gritshow

Parents gonna parent

Most of us are doing it all paycheck to paycheck and really don't like paying more than we used to. It doesn't mean we aren't still spending — we are — but there's a general sense of worry and fear and ... ick ... about the economy.

49%

millennial moms who feel overwhelmed by the costs of everyday essentials

Yahoo Finance

40%

Americans worried about financial stress in 2024.

Fidelity Investments

52%

35 to 44-year-olds struggling to make ends meet.

Yahoo Finance

1 in 3

Americans who say they are worse off financially than they were in 2022.

Fast Company

The Childcare Crisis



Childcare prices are rising at nearly twice the overall inflation rate. *WSJ*

67%

of moms spend \$1,000+ a month on childcare

106 million

workers in the country who do not have employer-provided paid family leave at their jobs.

New America

1 in 3

Moms using outside childcare say the cost is “often” or “always” a source of financial stress in the household. *Motherly*

If you're a Millennial-aged parent experiencing your first period of prolonged inflation rates, you may be wondering how to keep your family afloat without going into debt or a catatonic state. Budgets are in place and people are shopping around for less expensive alternatives. *Vox*

\$310,605

How much parents will spend to raise a child to the age of 17. *Washington Post*

The typical American household spent

\$709 more

in July of 2023 than they did two years ago to buy the same goods and services. *CNN*

ANXIETY MODE ACTIVATED

The costliest aspects of raising a child



Housing



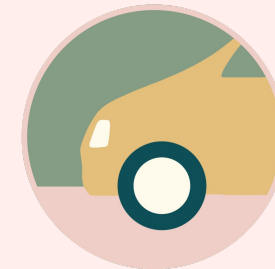
Food



Childcare



Education



Transportation

Motley Fool

Inflated Expectations

The era of “mothering for others”

Women are an overlooked resource in the battle to tame inflation. Letting female labor force participation slip again due to the end of pandemic-era child-care aid could be risky for productivity and ultimately consumer prices. *Bloomberg*

8 in 10

mothers worry about “the recession” that hasn’t materialized yet and are making preemptive cuts on entertainment, eating out and themselves. *Motherly*

3 in 10

number of women who drop out of the workforce within a year after welcoming a child when they don’t have paid leave. *HiBobbie*



Inflation depression vs. postpartum depression

Is there even a difference?

Mood

anger, anxiety, guilt,
hopelessness, mood
swings, or panic attack

Body

fatigue or
restlessness

Behavioral

crying or
irritability

Cognitive

lack of concentration
or unwanted thoughts

Psychological

depression or fear

Weight

weight gain or
weight loss

Also

insomnia and
crankiness



PART 2

Parenting Realities Right Now

Our Top 5 Trends in Parenting

Shifts Happen. Rebelstork's forecast of new trends in parenting indicate a change in perspective and priorities.

TREND #1

Old is the new gold.

Thanks to a resurgence of the 90s, not only has the past blasted back, it may be here to stay. People are nostalgic for the good old days and the valuable, timeless and rare things it provided. It was an era of better quality. According to Instagram's 2024 Trend report, Gen Z is most likely to buy fewer new things with deal hunting, vintage and heirloom noted as top trends. The recommerce market continues to climb to new highs.

TREND #2

Money gets mindful.

We're spending with sharpened decision-making skills. We're spending on items we know are worth it rather than looking back with regret. Parents are doing due diligence on big purchases, and investment items have more meaning. The good news is this is more of a movement than a trend.



TREND #3

Hello scruffy hospitality.

In 2023, parents not only invited friends into their messy homes, but actually gave tours of the chaos on TikTok. We are finally embracing a life that is lived-in because if we wait for our houses to be spotless, we will never host our friends. Imperfection is in.



TREND #4

Therapy is self care.

Burnout is no longer a badge of honor. More mothers report seeking mental health services in the past year than in the year prior (Motherly). Concerns about children's health ticked up 9 points to 14%—likely related to the influx of flu, RSV and stomach virus cases. When it comes to feelings, we are tuning in, not checking out, and talking about it on repeat.

TREND #5

Loud budgeting replaces quiet luxury.

Where quiet luxury was a way to subtly show off wealth, loud budgeting is about prioritizing financial goals and a frugal-by-choice lifestyle. If you're vocal about what you can't afford, chances are your friends with kids will be onboard with going on thrift store hunts instead of expensive outings.

Sustainable Parenting in Session

Highlights of the millennial and Gen Z consumer trends almost always center around sustainability.

“ There’s no shortage of anecdotal and research data showing that Gen Zers and millennials are **values-driven consumers** who are increasingly looking for brands that are transparent about their **sustainability bona fides**. Younger generations will remain dominant players in the market as they get older. ”

Forbes



42%

of millennials have deepened a business relationship because they perceive a company’s products or services to have a positive impact on society and the environment.

Deloitte survey

72%

of millennials are likely to pay more for environmentally-friendly products

PDI Business of Sustainability Index. Total Retail

77%

of gen-z are likely to pay more for environmentally-friendly products

PART 3

What's Next In 2024

2024 Outlook



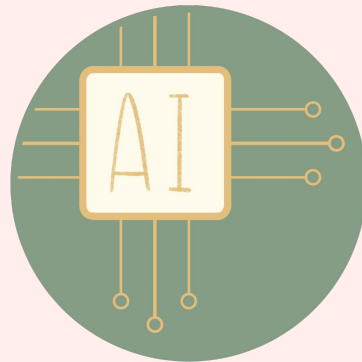
Rising prices



Bloated wholesale market



Major returns crisis



Growing AI/technology

Geography has a lot to do with what you should expect to spend as a parent. Having children costs parents in the Northeast the most, while those in the Midwest and rural areas spend less. Income plays a major role, too—higher earners pay more overall, but lower-income families dedicate a greater percentage of their income to raising children. *Brookings Institution*

Largest expenses for new parents

Delivery and hospital bills

Childcare

Formula, baby food, diapers and clothing & gear

College

Savings plans and emergency fund

State of the Consumer

Social media has been an ongoing channel for brand and product discovery, but it's also become a place for product purchases after the kids go to bed.

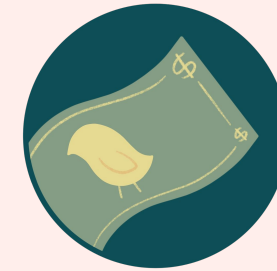
80 billion dollars annually money spent on social commerce by 2025—5% of total e-commerce. *Forbes*

Instagram and TikTok have integrations that allow retailers to create in-app browsing and purchases, reducing steps and friction in the e-commerce shopping experience. *Forbes*

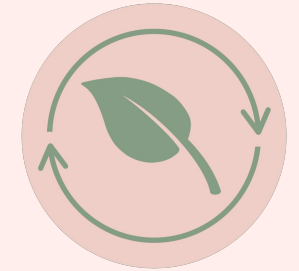
Parent Priorities



Quality and transparency



Saving Money



Sustainability



Technology & convenience



Retail Industry Outlook

State of the Baby Industry

“ Shopping for durable baby goods and gear is becoming more like hunting for a new car as **consumers consider resale value as part of their purchasing journey** and options become more plentiful. People have become used to being able to [have the best] without paying top dollar. The trend also is a consequence of the **escalating cost of luxury.** ”

MoneySense

Big Purchases for Baby



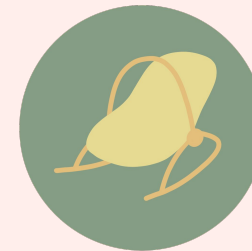
Car Seat
\$80-\$300



Crib
\$150-\$400



Bassinet
\$80-\$200



Baby Chair or
Infant Swing
\$75-\$100



Stroller
\$200 and up
(you may spend
well over \$1000)

Consumer Reports

PART 4

The Future of Returns

Recommerce Revolution



Overstock

Open-box

Pre-loved

Rebelstork has reimagined the term recommerce. This umbrella term includes overstock (liquidation), open box (returns) and pre-loved products (resale).

Unprecedented growth in the recommerce market is being propelled by consumer demand for sustainability as well as e-commerce and massively scalable traceability technology. *Forbes*

74%

number of global consumers who shop recommerce.
GobalScan research and advisory firm

\$245 billion

Recommerce market estimate value by 2025.
Forbes

Recommerce is shifting to a multi-model approach that allows you to shop both types of merchandise—new and pre-loved—in a very coherent, pleasant shopping experience. *Retail Brew*

Quick Returns in the Baby Industry

Growth of sales from online purchases is expected to continue, reaching 23% by 2025, which translates to a 5.2 percentage point increase in just five years. *Forbes*

Returns either end up in landfills, are incinerated, or just sit in warehouses for a long period of time, so recommerce is a great alternative to all of those. *Retail Brew*

Returns continue to be a conundrum for retailers and third-party logistics (3PL) providers to solve. In fact, in the last three years, returns jumped to a top five priority for retailers. *Optoro Impact Report*

1 Trillion Dollars

Estimated annual retail value of returned goods in the U.S.

The New Yorker

97%

retailers that do not have an identified executive owner responsible for reducing returns.

Optoro Impact Report

+25%

Returns thrown away by traditional retailers.

Retail Brew

20-30%

ecommerce purchases returned

Optoro Impact Report

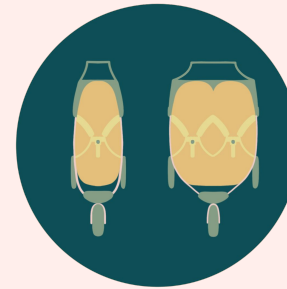
Total retail returns will grow 2.2% to \$627.34 billion, accounting for 8.5% of total retail sales. That figure will remain steady through 2026. *Insider Intelligence*

[These numbers] are a sizable challenge, or viewed through another lens it is an enormous opportunity. *Chattermill*

24 million metric tons of CO2 emitted =
5.1 millions cars driven for one year

9.5 billion pounds of returns in landfills = 10500 fully loaded
Boeing 7475 *Optoro Impact Report*

Common reasons parents send a product back



Size



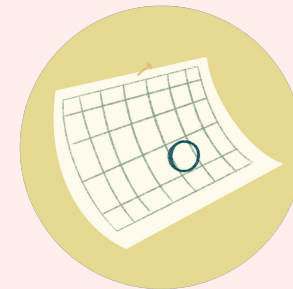
Fit



Color



Changed Mind



Arrived
Late



Received multiples
on registry

Rebelstork 2024

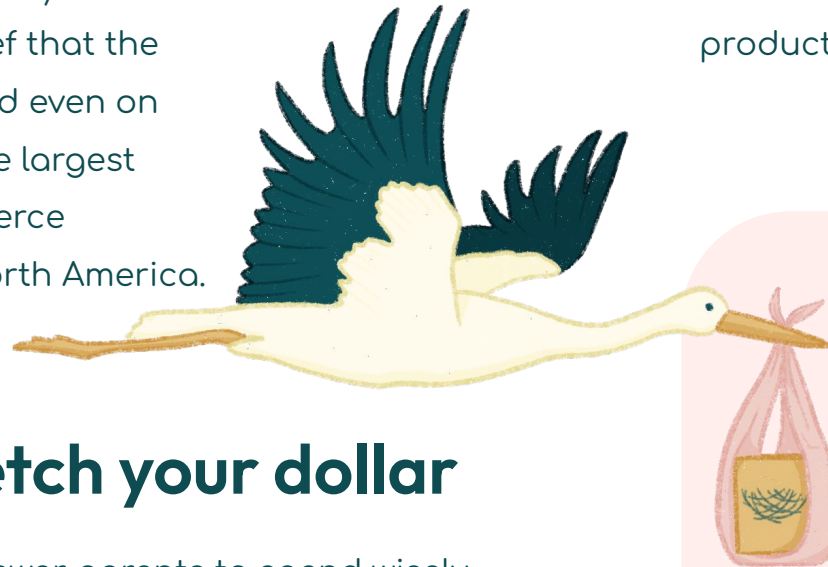
PART 5

About Rebelstork



Our model and marketplace

We're on a mission to make Parenting Lighter™. We recognize that raising tiny humans takes a village, and affording them takes creativity. A mom of two, Emily Hosie created Rebelstork with the belief that the best baby gear could be attained even on a budget. We are proud to be the largest liquidation and returns recommerce marketplace for baby gear in North America.



Our desire to stretch your dollar

Our core value is value. We empower parents to spend wisely, so they can focus on what really matters – those precious moments with little ones. With up to 80% off retail, Rebelstork gives parents vetted access to top baby brands, for a fraction of the retail price.

Our Commitment to the Planet

As a certified B-Corporation we believe in a sustainable future and a circular economy. Our recommerce model connects open box items with growing families, giving products previously doomed for the dumpster a second life.

So far, we've kept over

200,000

items out of landfills and
we're not stopping there.



The ReLuvable™ Collective

More than a marketplace, we created The ReLuvable™ Collective to re-imagine recommerce. We are proud to join forces with the leading brands in the baby gear space to safely divert high-quality baby gear from landfill.

Here's What Our Partners Are Saying...

babyletto

We partnered with the Rebelstork ReLuvable™ Collective to make it easier for parents that want an alternative option for buying nursery furniture. Together, we're creating a better future for children by making environmentally responsible choices more accessible and affordable."
- Tracy Fong, CRO Babyletto

BabyBjörn

"Our partnership with Rebelstork provides a safe resource for our consumers to repurpose their gear and addresses the overwhelming need to keep products out of landfills. Through this partnership, we want all users of our products to feel confident in a trusted and safe resource for their sale and purchase." - Jed Whitters, General Manager, BabyBjörn North America

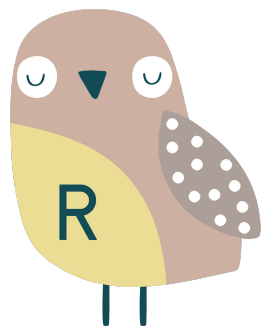
bumbl ride®

"We are thrilled to partner with Rebelstork to not only support the circular economy from a sustainability perspective, but to also help Bumbl ride customers get more out of their investment in our products."
- Matt Reichardt, CEO
Bumbl ride

4moms

"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."
- Gary Waters, CEO 4moms

REV™ Resale Pricing Tool



The first and only AI-Powered recommerce pricing tool in the baby gear industry.

REV™ is the best way to shop for baby gear.
We're transforming nests and nurseries every day.

Our tool helps to strengthen parental purchasing power by calculating the estimated resale value on their baby gear to buy now to resell later. REV™ has quickly been established as the resale pricing authority in the baby gear space setting the benchmark for nearly every brand, make and model.

Top value,
minimal effort

Earn the
best returns

Make the most
worthwhile investments

“ In an industry in which the lifespan of a product is both short lived and expensive, **REV™ provides an instant and accurate resale quote for top quality baby goods.**

We make it easier for shoppers to make **educated purchasing decisions**, justify new purchases with the knowledge that they can easily turn around and **make a return on investment.** ”

Emily Hosie, Rebelstork

REV™ Report

The fourth annual REV™ Report uses hundreds of data points on primary and secondary market pricing, demand and trends to establish the value of items on the recommerce market.

REV™ reveals Top 10 in-demand brands of 2023

We calculated the average resale value compared to retail pricing across all baby gear brands within using our proprietary data pulled from REV™.

Uppababy	80%
Bumblride	75%
Bugaboo	70%
Babyletto	70%
Stokke	65%
Pottery Barn Kids	60%
Cybox	60%
Baby Bjorn	55%
Ergobaby	50%
4moms	45%

REV™ reveals Top 10 coveted categories in 2023

We calculated the average percentage resale value compared to retail pricing across the top categories in baby gear with proprietary data pulled from our very own REV™.

Strollers	75%
Carriers	70%
Swings/Bouncers	65%
Cribs/Gliders	60%
High Chair	55%
Wagons	50%
Baby Monitors	45%
Bassinets	45%
Breast Pumps	35%
Bath & Potty	20%



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