

Mr Price expands baby portfolio with standalone stores

By [Ngobile Dlodla](#)

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Value fashion and homeware retailer Mr Price is testing standalone baby stores, in a push to gain a share of the growing and highly competitive baby care products market, starting with a store it launched this week.



Source: Mr Price Group

The Mr Price Baby store format promises to offer a wide assortment of products and major baby brands across changing, personal care, bath, travel, drinking, sleep, feeding, play and clothing for babies (0-24 months) and kids (1-7 years).

Mr Price joins grocer Checkers and pharmacy [retail chain Clicks](#) which opened standalone baby stores last year. Clicks' rival Dis-Chem also bought Baby City, a speciality baby care products retailer in 2020.

Demand for a wide range of baby care products is high in South Africa due to increased urbanisation, changing lifestyles and parents seeking more nutrient-dense and organic products, according to market research company Knowledge Sourcing Intelligence.

“ Baby, baby, baby, do we have some cuddle-worthy news to share. 💎💎

No matter your gender-reveal party colour code, we're putting the final touches to our one-of-a-kind – and first – Mr Price Baby store. 💎💎

[#SeeYouAtEastgate](#) [#NewStore](#) [#BabyEssentials](#) [#Babywear](#) [#MrPriceBaby](#) pic.twitter.com/OJ7gwL9cwY — Eastgate Shopping Centre (@Eastgateshops) [August 25, 2022](#) ”

Affordable, convenient store experience for parents

Mr Price entered the baby market late in 2020 when it launched baby clothing in 188 stores and online, with the CEO at the time valuing the market in South Africa at R3.8bn.

"After two years of thorough market research, talking to parents and soon-to-be moms, we have designed a store experience to make parenting affordable and convenient for all South Africans," Donovan Baney, managing director of Mr Price said.

Baney added, "As you would expect from Mr Price, the new concept will differentiate from competitors through its famous fashion-value formula. Further differentiators include an in-store shopping experience that is tailored to the baby and toddler shopper as a one-stop destination, and a digital platform with the same features that has made Mr Price the most visited South African fashion retailer."

For added convenience there's a kiosk in selected stores where customers can shop online with the option of door-to-door delivery or click & collect at their nearest store, and customers can create a baby gift registry.

Parents will be able to shop everything from prams and car seats to nappies, toys, baby food and other essentials for their children.



Dis-Chem refreshes Baby City brand

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Even as overall fertility has declined from an average of 2.62 children per woman in 2009 to 2.31 children in 2022, according to Statistics South Africa, companies have brought out everything from hands-free breast pumps and easier-to-feed foods to sportier strollers and baby monitors with colour video screens as they try to lure customers.

Standalone Mr Price Baby stores can be found in Eastgate Shopping Centre, Menlyn Shopping Centre, Mitchells Plain Promenade Mall, Carnival Mall, Parow Centre and Pine Crest Centre. A selection of product can be found in the Mr Price Kids stores at Carlton Centre, Mall of Africa and Midlands Mall, as well as in the following Mr Price stores: Benoni Lakeside Mall, Cavendish, Fourways Mall, Golden Walk Shopping Centre and Nelspruit Riverside Mall.

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