



**Allegra** STRATEGIES  
Project Kinder

## Latest BPA News

### New research for the nursery industry

The Baby Products Association (BPA) is working with London-based research consultancy, Allegra Strategies, on a comprehensive study of the UK baby and nursery market called Project Kinder. This will be advised by a steering committee consisting of over 25 leading retailers, manufacturers and distributors with the outcome of a series of reports providing the industry with a much needed consumer and market insight.

Working in conjunction with industry experts Bounty, the Baby Show, Baby World, GrandParents Plus, Granny Net and Dad Talk, Allegra will conduct over 30,000 in-depth surveys over the next six months with expectant mothers, parents with children aged four years and under, as well as grandparents. The study will capture the entire buyer-behaviour process, from early stages of pregnancy to nursery.

Consumers will be encouraged to take part in the surveys with the chance to win a number of prizes from the likes of Britax, Dorel, Perfectly Happy People, Cheeky Rascals, East Coast Nurseries, Lansinoh, Bayer and Simple Ideas.

After five months of engaging with the nursery industry, Allegra Strategies will launch the research stage of Project Kinder by the end of June.

For further information, or for the opportunity to provide products for the prize draw, contact Abby Cole on +44(0)20 7691 8808 or email [acole@allegra.co.uk](mailto:acole@allegra.co.uk) or alternatively contact Julie James at the BPA on 0845 456 9570 or email: [Julie@b-p-a.org](mailto:Julie@b-p-a.org)