



nuna®

Competitive set analysis and strategic recommendations

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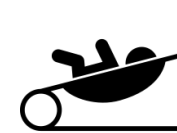
“Eco-friendly and responsible design is more than just a fashionable trend.”



What is Nuna?

Nuna is a **premium** baby gear brand.

It is among the **higher-priced** options, bringing safe, practical and functional designs to life for families while meeting the strict **environmental standards** of manufacturing.



What is the product?

Core

Baby gears that are trendy, yet extremely safe, functional, non-toxic and eco friendly giving parents the peace of mind, while making a fashion statement.

Actual

Premium baby gears that range from strollers, carseats, slings to even cribs and chairs.

Augmented

Virtual car seat check, outstanding customer service and live chat, 60 day return policy and 1-3 year protection plans on certain products.

The Niche.

Who do they serve?

The trend-conscious parent, that would spend a premium price for functional yet fashionable baby gear.

It's for those parents who care as much about making a fashion statement as they care about the product being functional, safe, environmental friendly and non toxic.

And the competition.

Narrow

- Bumbleride
- Bugaboo
- Uppababy
- Mountainbuggy
- Ergobaby
- Guava

Form

- **Wagons**
Veer, Radio flyer
- **Ridealongs**
Thule, Hamax
- **Joggers**
Thule, Guava,
Bumbleride, Mountainbuggy

Need

- The **need to rock** the baby can be done by someone rocking them in their arms.
- The **need to carry** the baby can be done by anyone who is comfortable holding the baby in their arms and shoulder.
- The **need to transport** a child can be done in a wagon or using a ride-along attached to a bike.

Resource

- Nanny service
- Ready to eat meal services
- House cleaning services
- Online shopping

Some strategic recommendations...

Nuna has established its brand value and encompasses pretty much all the products a parent would need for their growing babies entire journey from infant to toddler. They are a high-end brand with thoughtful and functional products that are environmental friendly. They are known for high-safety.

But it feels like they are trying hard to do too many things and be a part of the whole journey instead of narrowing down and being the best at what they do. And if it must provide all the products they currently do, they should improve and expand upon those.

It could provide a better shopping experience and expand on their product lines which could help them gain more customers and be at par with the latest features and their competition.

Free-Trial

Expand product line

Interest-free payment installments

Call-out free shipping

Let's elaborate.

Free-Trial

While Nuna has top quality thoughtful products, it being a premium brand means parents are spending a lot of money on these products, and it's not always an easy decision.

While there are customers who do not have to worry about money when making the choice to go with Nuna, there are customer who want as much safety for their child or cares as much for an environmental friendly product but for them it may be a much harder decision especially when there are so many others in the market of which some provide free-trial.

Nuna should consider providing free-trials for a time period. Anything **free is attractive**, but this would not only show Nunas confidence in their product and brand but help them be at par with premium brands like [Bugaboo](#) who let customers actually use the product and still return them within 100 days if they are not satisfied and [Guava](#) that allow the 30 day in home trial.

Let's elaborate.

Interest-free payment installments

Nuna may be losing out on some % of their profits to other retailers, nordstrom for example, who via payment methods like [klarna](#) are can offer payment installments.

Then there are other direct competitors, like Bugaboo partners with [affirm](#), Guave, Bumbleride and Ergobaby partners with [afterpay](#) and offer payment installments directly on their website.

Offering customers buy now and pay later exclusively on their website, allowing them to pay over easy installments would allow Nuna to gain more direct customers, attracting the millenials and gen-Z, making 100% of the profit and staying at par with competition and online shopping experiences.

Let's elaborate.

Expand product line

New

Nuna already does a great job at how many products they have to keep their customers engaged with their brand longer but they can increase their loyalty further more by expanding their product line to **wagons**, **ride-along** seats for bikes and **trailers** that get attached to bikes while cycling or even just pushed around for walks.

Existing

Nuna can also expand on their existing products for the mindful spender or the city parents in smaller spaces. They can create an **all-in-one napper rocker combo**. This would make the customer feel like they are getting a good deal or saving money by buying one less item, or even saving space by having one less item. Graco and Tiny Love are good competitors.

Let's elaborate.

Expand product line

Existing continued...

Another is the baby carrier or sling, something most parents buy irrespective of a stroller and carseat.

They can expand on the product and offer more options for the carrier and not lose their customers to ergobaby that offer a wide range, both from a functional, material and visual perspective.

And lastly, the jogger. Most city parents or the more active, outdoorsy and walking parent prefer the jogger. That's another expansion that could give a hard competition to names like Thule, Bumbleride, mountainbuggy and Guava.

Let's elaborate.

Call-out free shipping

It is always a plus to call out and clarify and not leave it to assumption if there are any shipping offers or if a company offers free shipping.

The feeling of getting anything for “free” is always a little exciting and when it's something like shipping a large item, seeing “free shipping” is always attractive for a customer.

While Bugaboo, Bumbleride, Thule and Guave call it out, we don't know if nuna has free shipping until you are checking out. It would definitely add to a better online shopping experience.

“75 percent of consumers surveyed expect delivery to be free even on orders under \$50”

-National retail federation

In short, they could gain...

The indecisive

Free-Trial

- ✓ Bugaboo
- ✓ Guava
- ✗ Nuna

The ones with a budget

Interest-free payment installments

- ✓ Bugaboo
- ✓ Guava
- ✓ Ergobaby
- ✓ Bumbleride
- ✗ Nuna

And the joggers

Expand product line - Jogger

- ✓ Thule
- ✓ Guava
- ✓ Mountainbuggy
- ✓ Bumbleride
- ✗ Nuna

Thank you.