

Christmas 2020 is all about sustainability, recycling & upcycling

According to industry experts sustainability and a new sense of solidarity and responsibility will play an important role in future Christmas decorations and celebrations. After being locked down in the past few months, people are focusing on what is essential? more time with the family, their hobbies, baking, cooking, making things, creative virtual interaction with one another to bridge the physical distance and improving the appearance of spaces within their own four walls.

According to a retailer, it will be even nicer when we are eventually allowed to meet up again, surrounded by decorations in our own private homes and city centre shopping streets, which convey a feeling of wellbeing and a degree of normality and security. Fact is, Christmas will take place no matter what happens. Nothing will change in that respect. Christmas has survived a number of crises. This year, however, with the pandemic and restricted travel possibilities, we have a situation that's never been experienced before. The resurgent trend towards cocooning will give the festive sector a push. In particular, there will be a greater focus on outdoor decorations this year. For example, people will start decorating their houses much earlier this year, both outside and in. This will certainly change.



Another retailer believes that next Christmas will be celebrated in a more creative, intimate and personal way. This could include, homemade decor, old recycled decorations or a Christmas tree made from clay. There's no need for everything to be completely new, just newly combined and complemented with small details. Just as with cooking, when fine spices make all the difference.

In addition, decorations that can be easily personalised are much in demand, for example Christmas tree baubles that can be decorated with individualised messages. The fact that nature is being brought indoors with real Christmas trees, flowers and plants, and natural materials, fits in very well with the desire for reduced, but at the same time, higher-quality decorations. According to Koeleman, the demand for real Christmas trees is already more than 30 percent higher than last year. Whilst the new everyday life brings more digitisation with it, it also provides more space for all things that are emotional and haptic. ■ *Source: Giftguide Australia*

U.S. Juvenile Products Industry Rebounds after Initial COVID-19 Impact

The U.S. juvenile products industry has recaptured the losses from the initial wave of COVID-19 infections, which led to widespread store and school closures across the country in March. Looking at performance by week, sales declined by -20% during the four weeks directly after the closures were announced. However, during the twelve weeks that followed sales increased by 16%. The dollar decline for the four weeks during the initial phases of the crisis was more than made up for in the twelve weeks ending July 4 with an overall gain of \$136MM.

Looking at performance from a year-over-year perspective, the U.S. Juvenile Products industry reached \$3.5 billion and grew +4% or +\$130MM in the 6 months ending June 2020. Furniture was the fastest growing category with an increase of 21%,

followed by Safety at 20%, Entertainment at 9%, and Mobility Furniture at 9%. Five of the seven categories tracked by The NPD Group grew faster than the overall industry, which posted a gain of +4%.

Looking at performance across subcategories, seven out of the top ten subcategories tracked by The NPD Group saw growth in the 6 months ending June 2020. However, the two largest subcategories (car seats and strollers) experienced declines as COVID kept many people in their homes and vehicles parked. Cribs & Toddler Beds had the strongest growth among these top ten categories with \$24MM in growth. It also had the second largest subcategory growth among all 44 subcategories behind Children's Furniture. ■ *Source: NPD*

New report shows home category influential to online economy

A new report from Adobe found that the home sector is one of three categories that are especially influential to the online economy, with the other two categories being grocery and apparel.

The June numbers from Adobe's digital economy index show that online prices in the home and garden sector have been steadily declining, but the category did see the customary rise in some prices in early summer due to increased demand for outdoor furnishings.

The report also revealed that online sales growth began to plateau in June, after months of surging due to the pandemic and the temporary closure of brick-and-mortar locations. The first half of the year has driven \$368.8 billion in online spending.

Adobe said an additional \$77 billion has been spent online compared to its prediction for the March to June period. This increase is equal to more than half of the 2019 holiday season in additional spending.

Also, for the first time in observed tracking history, the Adobe report showed that digital purchasing power turned negative, with consumers now spending \$1.01 for goods that were worth \$1.00 in June 2019. The buy-online-pickup-in-store (BOPIS) rates also went down

slightly as stores reopened, with June seeing a 21% decrease in BOPIS usage. ■ Source: Furniture Today

Saptrangi

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

7 Highlights of the MSME/Udyam Registration Portal: A Saptrangi Beginning!

1. This portal opens with the URL <https://udyamregistration.gov.in> other domains as below will also be diverted to the above:
<https://msmeregistration.gov.in> • <https://udyam.gov.in>
[Udyamregistration.co.in](https://udyamregistration.co.in) • [Udyamregistration.biz](https://udyamregistration.biz)
[Udyamregistration.com](https://udyamregistration.com) • [Udyamregistration.in](https://udyamregistration.in)
[Udyamregistration.org](https://udyamregistration.org) • [Udyamregistration.info](https://udyamregistration.info)
2. The entire registration process is online & without any paper, proof or document. Full integration with Government data bases has been done;
3. It has options where:
 - a. Udyam Registration will happen with Aadhaar & PAN validation on real time basis.
 - b. Old Udyog Aadhaar Memorandum can be upgraded to Udyam Registration by verifying/seeding the PAN here online.
4. This portal will have integration with GeM – Government e-Market Place & CPPP – Central Public Procurement Portal & various other State Governments portals to give MSMEs the access to their Market Place, e-Tender process and other Benefits and Services.
5. Udyam Registration will also help you in dealing with Delayed MSME Payments because of its integration with TReDS & our SAMADHAAN Portal.
6. Each udyam registration certificate will have a dynamic & different QR code through which the exact web page of the concerned MSME can be accessed on our portal. This will bring ease of doing business.
7. Various other Schemes & benefits of Ministry of MSME can be accessed through Udyam Registration Number itself.

Come, register and be an MSME.
We will help you to become a CHAMPION!

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