

Insights: Publications

Inviting Danger into the Home: Understanding the Market for Counterfeit Baby Products and How Both Parents and Brands Can Better Protect Children

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Parents have plenty to be worried about – rising tuition costs, ever-present social media, and the general dread that some harm may befall their child. But how many parents are unaware of the potential danger lurking in their child's formula, toys, strollers, and accessories? Counterfeit versions of popular children's products have introduced a new, often indistinguishable risk that parents unknowingly welcome into the nursery.

Related People



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