INVESTMENT PROJECT
on production of child car seats in the "Mogilev" Free Economic Zone

CHILD CAR SEAT MARKET

- The child car seat market is demonstrating steady growth, driven by increased safety awareness, stricter legislation, and demand for premium, multi-functional models. Global volumes are estimated at billions of USD (4-8 billion USD by 2023-2024), with a CAGR of 4-7% projected to grow by 2030-2033. Group 0+ (for newborns) and convertible solutions lead the way, with safety, comfort, and innovation key factors.
- The global market will continue to grow, with CAGR of 4-7% in the coming years, reaching tens of billions USD by 2030-2033, with models offering maximum safety and convenience particularly popular.

PROJECT GOALS

- Launch of a child car seat production facility – over 80% of seats in Russia and the Eurasian Economic Union are imported (China, EU). Due to sanctions and logistical restrictions, there is a shortage of high-quality car seats
- Creation of product positions with a lower price compared to European analogues
- Use of local materials (plastic, textiles) is possible in cooperation with OJSC "Mogotex", OJSC "Khimvolokno", CJSC "Legpromrazvitie"
- Contract manufacturing options for dealers wholesalers, and brands

PROSPECTS OF THE PROJECT

- There are no manufacturers of child car seats in the Republic of Belarus.
- Potential market - the Eurasian Economic Union
- Russia is one of the world's top 10 importers of child car seats
- Imports of child car seats amounted to more than 35 million USD, according to customs statistics of the Eurasian Economic Union
- Demand for increased levels of safety for children in cars
- The transportation of children in car seats is enshrined in law, so the market is formed not by "option," but by virtue of mandatory rules
- The growth of online trade (Ozon, Wildberries, Amazon, Alibaba) simplifies access to the end consumer
- Some foreign companies have reduced their presence in Russia, creating a niche for local producers

PRODUCT RANGE

CAR SEATS FOR DIFFERENT AGE GROUPS:

- 0+ (0–13 kg, infants)
- 1 (9–18 kg)
- 2/3 (15–36 kg)

PRODUCT LINE:

- Basic models (for the general market)
- Premium (with improved design and fabrics)
- Transformers (for 10-12 years of use)

FINANCIAL FORECAST

The global child car seat market is valued at USD 4.5 billion in 2024 and is projected to reach 7.8 billion USD by 2033, registering a CAGR of 7.5% from 2026 to 2033.

INVESTMENT CONDITIONS

- Required investment volume: ***at least 5 million euro***
- Product profitability: ***at least 25%***
- Payback period: ***2 years***

QUALIFIED STAFF

- 7 higher education institutions
- 34 vocational schools and lyceums

SALES MARKETS

- The Republic of Belarus, the Russian Federation, Kazakhstan, Azerbaijan, Türkiye, the UAE and others

INDUSTRIAL COOPERATION

- JSC "Mogotex"
- JSC "Mogilevchimvolokno"
- CJSC "Legpromrazvitie"