

Souq.com Babystore makes shopping for baby child's play

Gifts and baby-care essentials now a new section on souq.com

The region's leading e-commerce portal and online megastore Souq.com has announced a new section for baby products, from essentials such as diapers and feeding bottles to products like strollers, car seats, and nursery accessories. Designed to provide a convenient way for families to buy baby care products, Souq.com also offers free shipping and, in most cases, next-day delivery.

Announcing the new Babystore section on Souq.com, Founder and CEO Ronaldo Mouchawar said: "Creating a section catering to babies was not an easy task – our work with focus groups helped clarify that when it comes to babies, our customers demand the very best quality. We believe that we have put together a range of products from some of the leaders in the baby care sector, such as Fisher-Price, Philips Avent, Pigeon, and many more. We complement this range with our promise of choice, value and convenience."

The launch of this section on the online shopping portal is being celebrated with a promotion titled 'D4AD' – Diapers for a Dirham. On the launch day, shoppers will be able to buy Sanita Bambi diapers at a very attractive price until stocks last.

Souq.com Babystore will carry products across categories such as Travel (strollers, car seats), Feeding (bottles, breast pumps), Bathing, Diapering, and products specifically for the Nursery. Classifying these products by section will aid the shopper find their desired product easily.

The full range of products available on Babystore will include well-known brands such as Pampers, Huggies, Sanita Bambi, Graco, Britax, Recaro, Chicco, Step2, Tommee Tippee & Philips Avent, with a total of more than 35 brands. A section will also include products for mothers. Many of these brands will be offering their own promotions to shoppers on Souq.com's Babystore.

ABOUT SOUQ.COM

Souq.com is the leading ecommerce marketplace offering a convenient and safe online shopping experience to customers across the Middle East and North Africa. Every month, Souq.com attracts more than 30 million visits and 10 million unique visitors to browse its catalogue of more than 500,000 unique products in 20 different categories, including consumer electronics, household goods, watches, perfumes, toys, and baby products.

Established in 2005, Souq.com today operates both as an award-winning retail site and an online marketplace that allows SMEs, merchants, brands and distributors to use the site as a primary channel to offer their products online. With more than 2000 employees, Souq.com has offices and warehouses in UAE, Egypt, Kingdom of Saudi Arabia, Kuwait and technology centers in Jordan and India. For more information, visit www.Souq.com



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