Car Seat Analysis

Powered by Yogi

METHODOLOGY

Yogi analyzed 4,719 Amazon reviews for 4 competitive car seat products produced by recognizable brands in the space.



One4Life ClickTight All-in-One Car Seat



Symphony Elite All-in-One Car Seat



SlimFit 3 in 1 Convertible Car Seat



Grow and Go 3-in-1 Car Seat

COMPETITIVE LANDSCAPE

When looking at rating and sentiment*, we see that Graco is clearly ahead based on both measures while evenflo is the clear lagger in the “All-in-One” space.

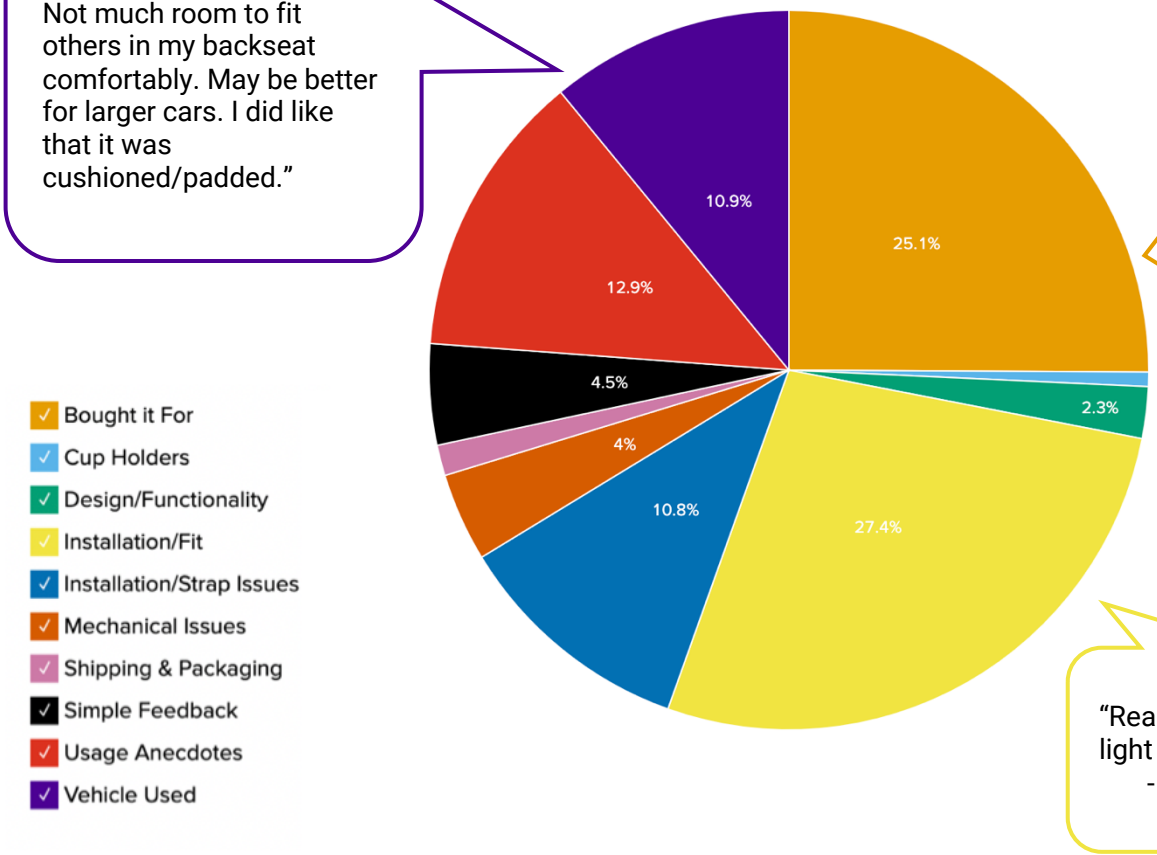


**Yogi’s proprietary sentiment analysis algorithms scores overall tone of each review from a range of -1.0 to 1.0 (≥0.3 = positive, 0 = neutral, ≤-0.3 = negative)*

CONSUMER CONVERSATION

Using its advanced Natural Language Processing algorithms, Yogi automatically detected 10 unique themes within these reviews.

"Too Bulky for my explorer. Not much room to fit others in my backseat comfortably. May be better for larger cars. I did like that it was cushioned/padded."



"This was a gift for one of my friends, his wife and him were very happy to receive this. Its perfect because it adjusts to the child."

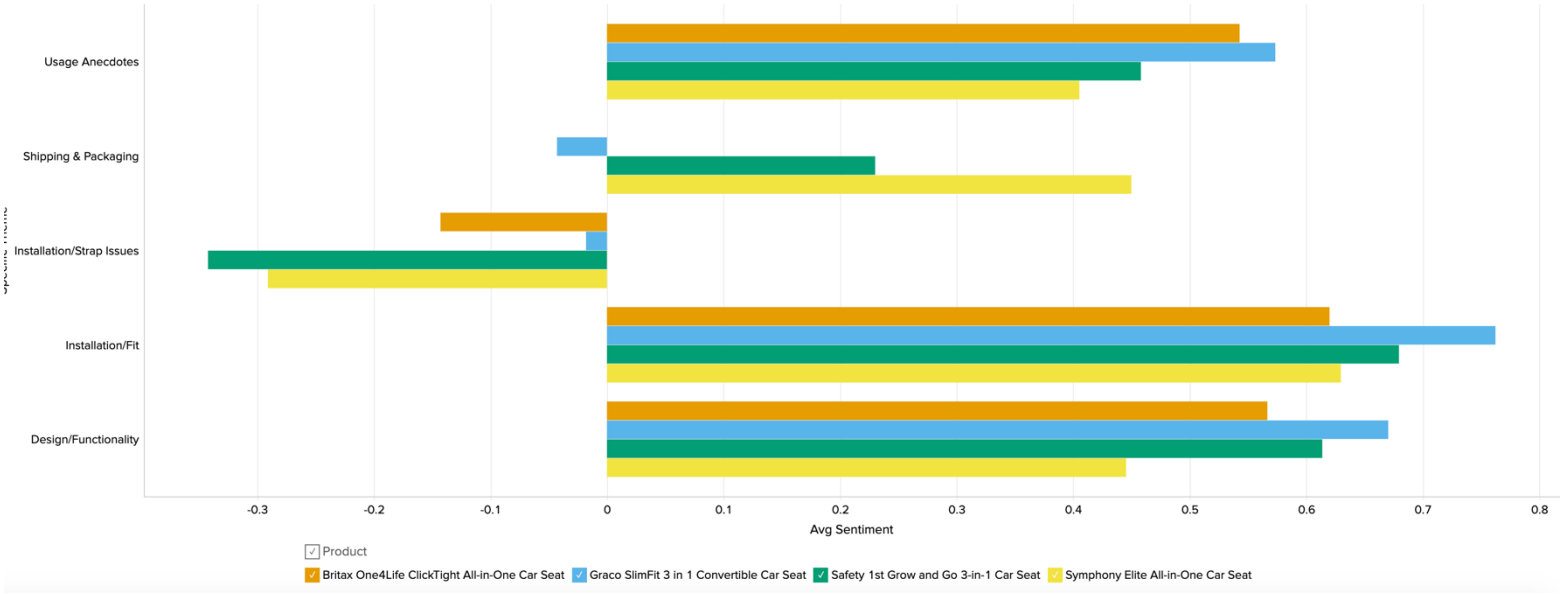
- Stacey Hernadez

"Really easy to install, very light and truly slim"

- Susana Orozco-Ortega

STRENGTHS AND WEAKNESSES

By breaking down the same themes by product and sentiment, we're able to see what consumers see as the relative strengths and weaknesses of each brand.



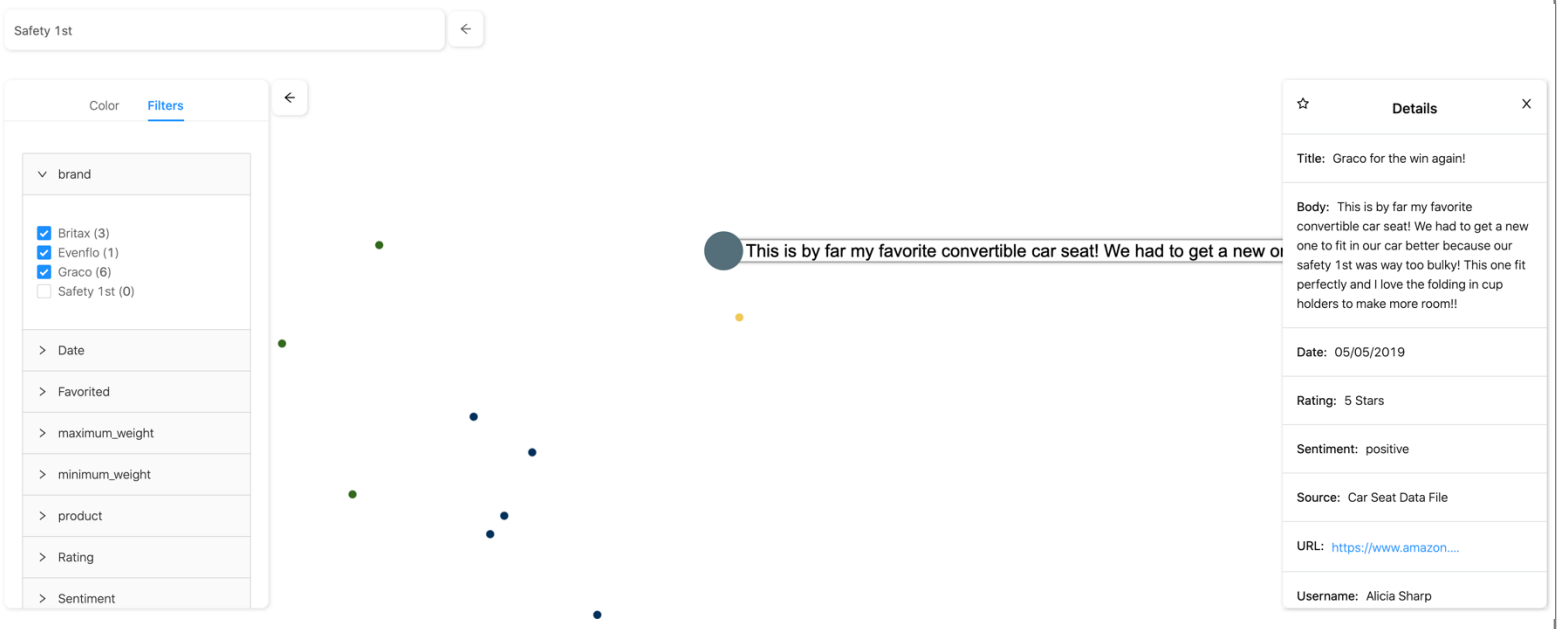
Though there is a clear 1st place/2nd place between Graco and Safety 1st, Graco is lagging in Shipping & Packaging.

WHAT CAUSES CONSUMERS TO SWITCH BRANDS?

We can take advantage of Yogi's ability to search, filter, and group reviews to get a better understanding of what causes consumers to switch from one brand to another.

Competitive Mentions

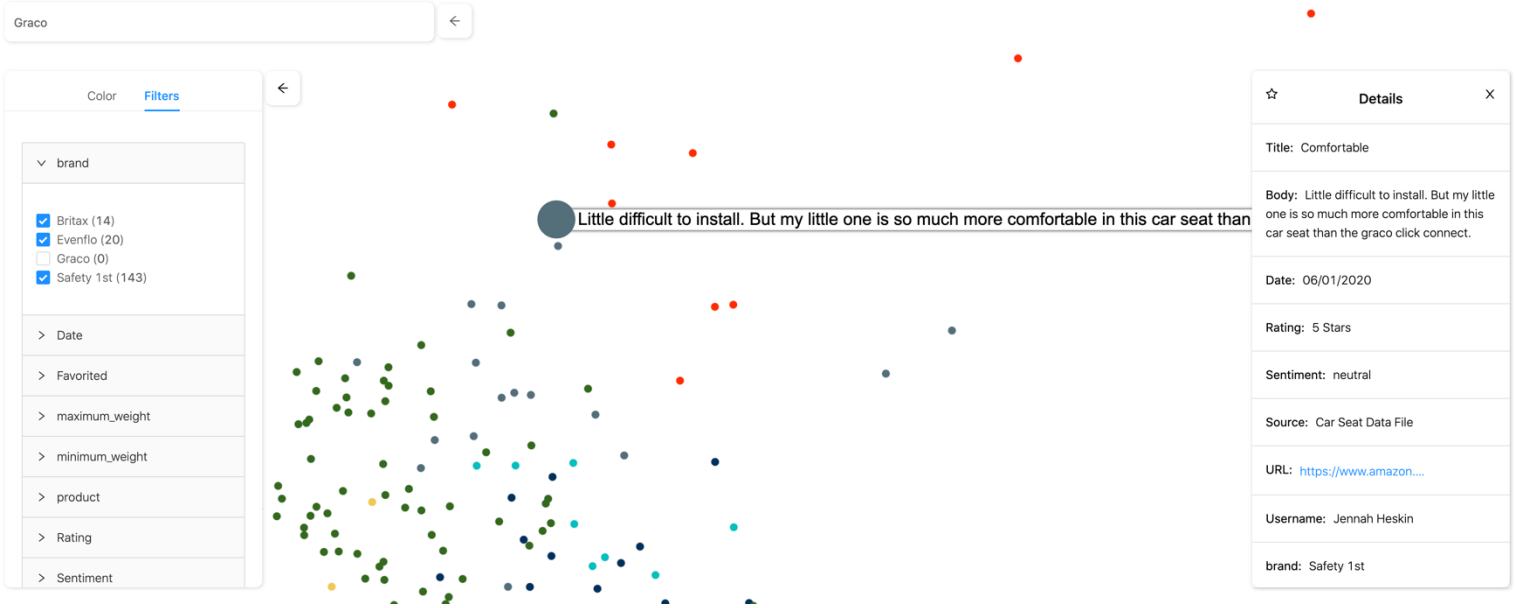
Mentions of "Safety 1st" in competitor reviews



12.5% of mentions of "Safety 1st" exist in competitor reviews. Common themes in these reviews are complaints about the bulkiness of the Safety 1st car seat, as well as difficulty in installing the Safety 1st product.

Competitive Mentions

Mentions of "Graco" in competitor reviews



Graco has more than 4x the mentions when compared to Safety 1st, with more than 40% being in reviews for the Safety 1st car seat. This alludes to 1) Graco being the established player and basis of comparison for consumers, and 2) Safety 1st likely being the most significant competitor. Looking at the Graco vs Safety 1st comparison, mentions related to the latter brand being more comfortable and relatively less expensive are the most common.

ACCIDENT STORIES

Yogi was able to find a group of reviews related to people's experience with these products during an accident. Although all of these reviews speak positively about the user's experience, a disproportionate amount of them are related to the Safety 1st product followed by Graco. Given the nature of these stories, coupled with the "fear of the unknown" when it comes to parents and accidents, these might be great stories/statistics to highlight in future marketing campaigns.

Safety 1ST

"My 1 year old wasn't phased one bit by an accident I was involved in this past Friday that totaled my vehicle. Needless to say I will be ordering the exact same seat to replace hers!"

"This car seat kept my grandson safe and secure in an accident with a semi. He did not have any injuries at all. This seat is a bit bulky but I doubt another seat would have kept him as safe as this one did. Highly recommend!"

GRACO

"My 3 children and I were in a car accident at 60mph. 2 year old was in this carseat and walked away from the accident with just biting his tongue. So thankful for the protection this seat provided him!"

"This is my second time purchasing this item. I loved it the first time and had to replace it due to an accident. I can say this small but mighty safe in accident. I will be buying another when we need it!!!!!Oh and the slimmer design allows for three to fit in backseat with ease!!!"

OTHER INSIGHTS AVAILABLE BASED ON HISTORICAL ANALYSIS, TIME BREAKDOWNS, OUTLIERS, AND MORE



Yogi

Want to see the full analysis?

Reach out for a demo today.

Our Mission

Yogi aims to usher in a new age of excellent customer experience by better integrating the downstream stakeholders of products to the upstream developers, marketers and executives through AI-assisted data-driven decision making.