

Impact

Report

2024

Parenthood shapes the future

At Bugaboo, we're committed to doing business the responsible way,

so that tomorrow can be as bright as our children deserve.

Shared adventures, the joy of movement, and the freedom to roam — these simple moments collectively determine who our children will become. Equally important, the brands we trust play a vital role in shaping the world the next generation will inherit. These choices can open new paths and drive progress forward — or hold it back.



At Bugaboo, we’re
building a better future by



Our sustainability journey is a lot like raising a family — it takes care, accountability, and considered decisions that add up over time. Through the ups and downs, we stay dedicated to doing what’s right, so the future our children grow into is one we can all be proud of.

1 Designing the longest-
lasting, most trusted
strollers in the world.

2 Leading with sustainable
innovation using low
impact, low-carbon
materials wherever
possible.

3 Prioritizing our people,
from our own teams to
the supply chain and
communities worldwide.



A message from our CEO



Along with the entire world, we're navigating a time of uncertainty.

“ This 2024 Impact Report is an honest reflection of the steps we've made, the obstacles we face, and the work that still lies ahead.”

Recent months have brought political shifts, economic pressures, and setbacks in green policies — challenges that affect people, communities, and businesses alike. At the same time, truly sustainable solutions are still evolving and not yet scalable enough to meet urgent needs. For companies committed to responsibility, these headwinds are real and persistent.

Amid this turbulence, we're proud of the progress we've made. Driven by our team's exceptional efforts, we've cut our average product carbon footprint by a remarkable 24% and reached our Scope 1 and Scope 2 reduction targets — two years early! We also remain firmly dedicated to fair pay and the highest health and safety standards for employees worldwide. Thank you to everyone — our employees, partners, and community — for standing with us on this journey and the creativity you bring to powering lasting, positive change.

Back in 2021, we made bold promises — to people, to the planet, and to a more equitable future. As we balance the realities of our business, we are steadily advancing toward these goals. And while the road can be bumpy, our commitment is unwavering.

This 2024 Impact Report is an honest reflection of the steps we've made, the obstacles we face, and the work that still lies ahead. And just like parenting, progress isn't perfect — it's persistent. Together we will make the future brighter, for generations to come.

Sincerely,
Adriaan Thierry

Index

*

After the publication of our [2023 Impact Report](#) we recognize the importance of making our impact data fully accessible — free of jargon, easy to navigate, and completely transparent. With this new format, we hope to bring everyone along on our journey of learning and progress.

**

Throughout this report, we use “CO2” when the more accurate term is “CO2e” (carbon dioxide equivalent), which includes the warming effects of all greenhouse gases. While CO2e is the standard in scientific and sustainability circles, we’ve kept it simple for clarity and accessibility — For our fellow sustainability experts: don’t worry — we know the difference.

01	It's not chic to brag — Executive Summary	05
02	Materials matter —	11
03	Designed to love, and built to last	15
04	Taking climate action, stroll by stroll	20
05	People first — always	25
06	Designed for real life	30
07	Beyond carbon	34
08	Perfection is the enemy of progress	36
09	Powered by People	39
10	This is Bugaboo	43

10%

Of net profit to
responsibility

Growing stronger,
smaller footprint



Since 2019, we've almost doubled our net revenue and increased stroller production by 93%. Yet over the same period, our absolute carbon emissions only rose by 38% — clear proof that our reduction efforts are making a tangible difference.

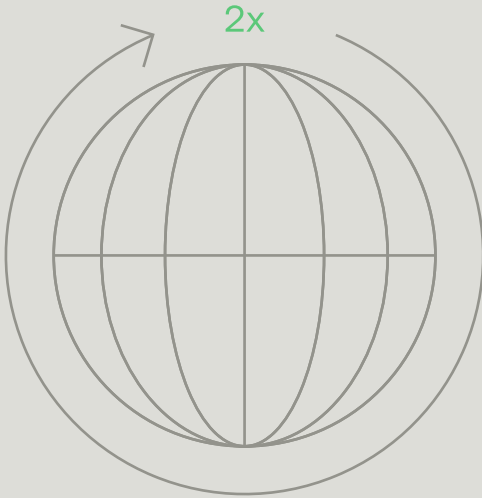
Stroller production

↑93%

Carbon emmisions

↑38%

Doubling our circularity



We've doubled the revenue generated by our circular business models, which now make up 1.4% of our total revenue. By extending the life of our strollers — which have an average carbon footprint of 84 kg each — we've saved an estimated 316 tons of carbon so far. That's roughly the equivalent of driving around the Earth 31 times!

Carbon saved

316 tons

Carbon tracked,
targets met

We're proud to share that we've already met — and surpassed — our 2026 targets for Scope 1 and Scope 2 carbon reductions.

Scope 1

Target



↓30%

Result



↓75%

Scope 2

Target



↓30%

Result



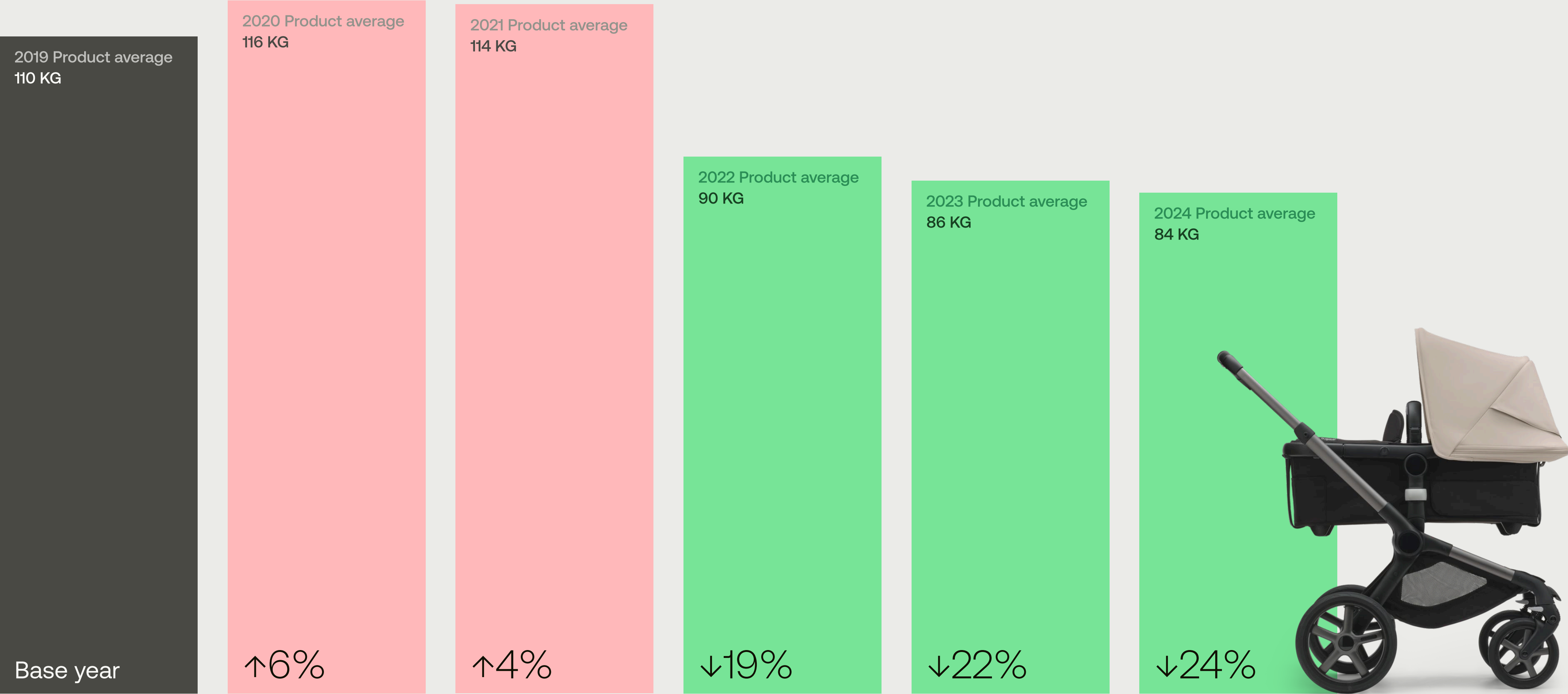
↓31%

Engineering out the
carbon emissions

Scope 3.1

Through smart design and material switches we continue to push down our average product footprint! In 2019, we started with an average carbon footprint of 110 kg CO₂, and by 2024, we brought it down to 84 kg. While there’s still work to do to reach our 2026 goal of a 47% reduction, we’re making steady progress.

Average product footprint reduction over time



Award-winning
designs

Bugaboo Kangaroo



Bugaboo Fox 5 Noir



In 2024, we proudly
launched two new
strollers —

the Bugaboo Fox 5 Noir Limited Edition and the Bugaboo Kangaroo — along with four new accessories and two fresh colors. Our commitment to thoughtful, versatile and bold design was recognized with three prestigious awards: a Red Dot Design Award for the Fox 5, a Red Dot Best of the Best for the Dragonfly, and an iF Design award for the Dragonfly.

Durability in motion

We aim to keep our strollers in motion for as long as possible. In 2024, our product issue rate was just 1.83% — well below the 2% standard target for premium products.

Product issue rate



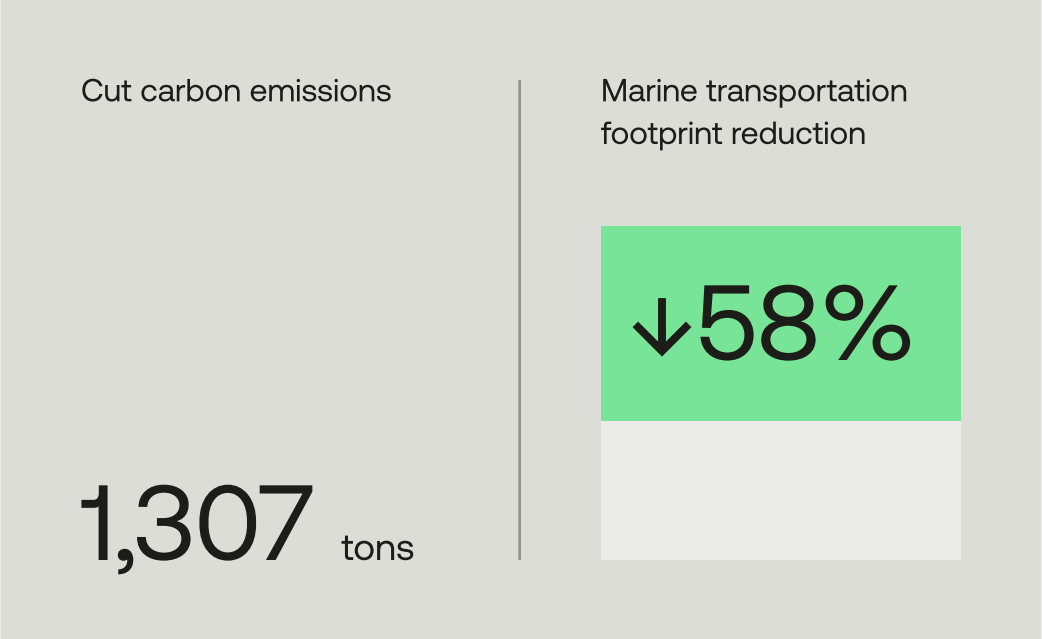
Every material matters

Our strollers are crafted from three main materials — fabrics, aluminum, and plastic — and we’ve made sustainable improvements in each of them. So far, we’ve implemented six sustainable innovations (and counting).



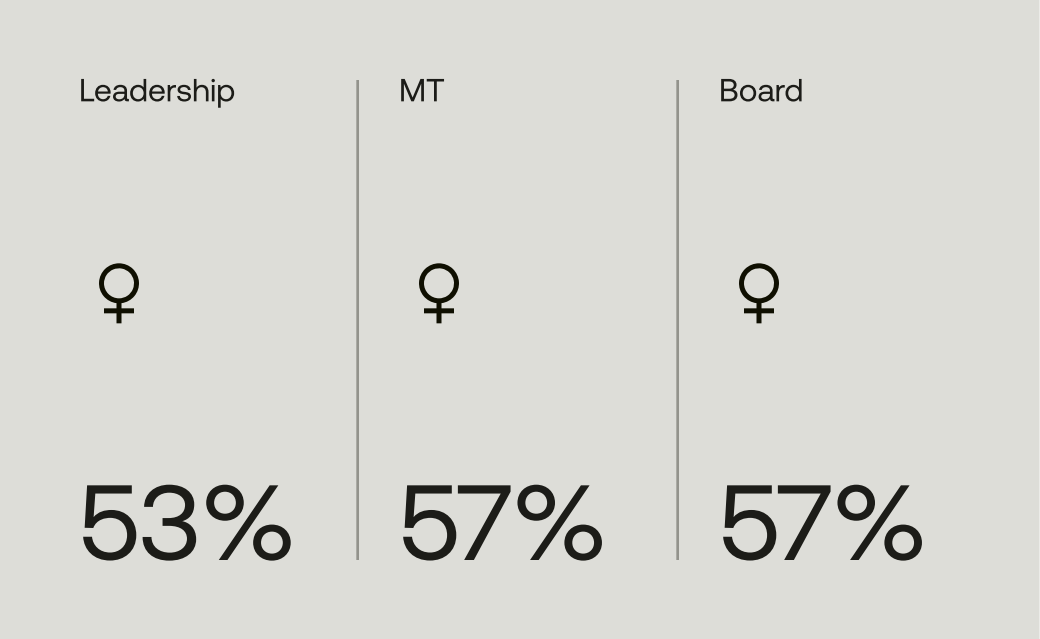
Eco-delivered

Thanks to our partnership with GoodShipping, we’ve cut 1,307 tons of carbon emissions — reducing 58% of our marine transportation footprint.



Equal Representation

We believe diverse teams help us become the best versions of ourselves. In 2024, women held 53% of our leadership roles, with 57% representation on both our Management team and our Board.



Fair pay is a human right

We pay our factory colleagues well above local living wage benchmarks.

And hold our suppliers to high standards. 100% of them meet or exceed legal minimum wages, and 95% pay at least double the legal minimum wage.

Lowest factory wage

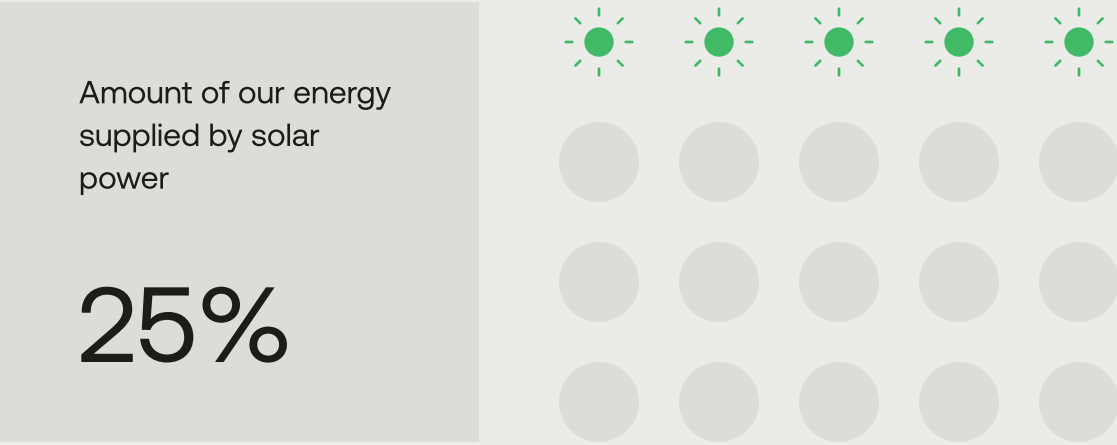


Average factory wage



Suppliers going solar

Nine out of our top 12 suppliers — the ones representing 80% of our spending — have installed solar power systems. At our own factory, the solar panels we installed in 2023 are now powering 25% of our energy needs.



01

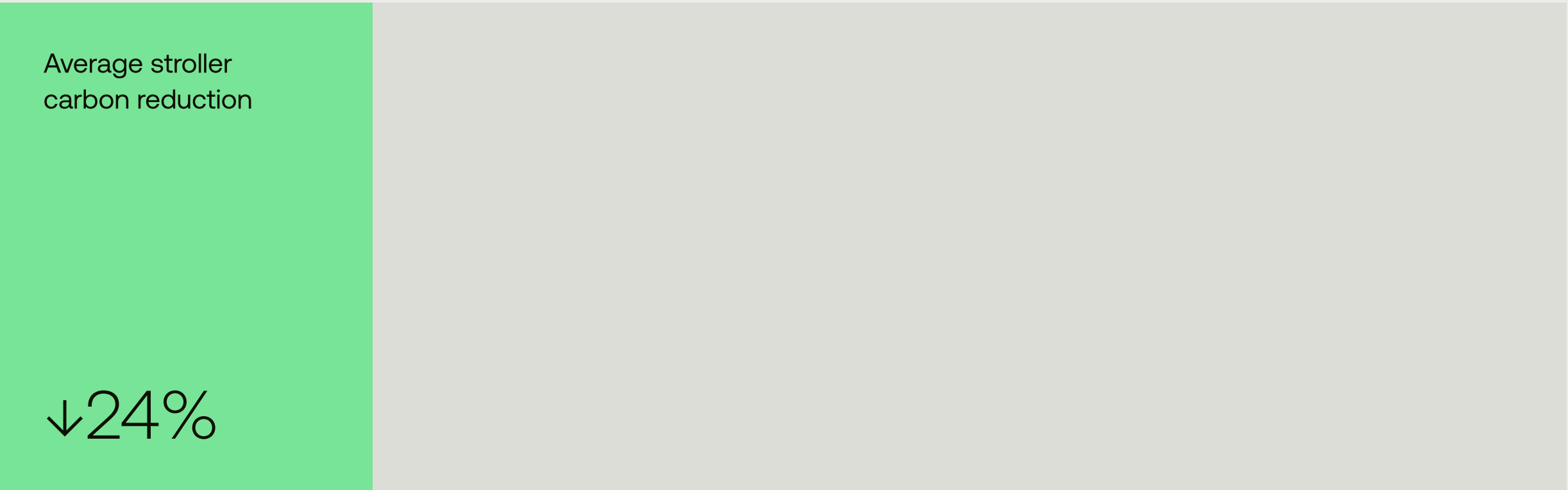
It's not chic to brag... But we'll do it anyway

We're investing in the future

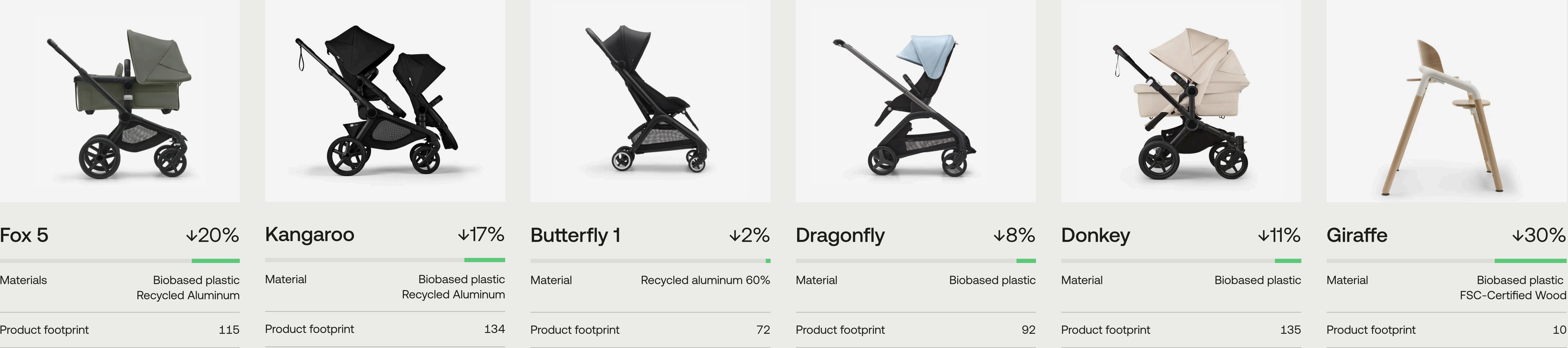
In 2024, we've spent more than 10% of our net profit on responsibility. The majority went towards sourcing innovative materials to make our products — which are responsible for 90% of our environmental impact — more sustainable.



Our talented designers are fully committed to continuous improvement. Guided by an evolving roadmap, we prioritize smart design, modularity, and easy repairability — all while using next-generation materials that deliver high quality with low carbon impact. These materials are recycled, recyclable, and specially chosen for their function.



Product footprint reduction since 2019



Bio-based plastic



Plant based materials

Instead of using fossil-based plastics in our strollers, we’ve swapped them for plant- or bio-based materials. These innovative materials match the quality and performance of traditional plastics but are not derived from fossil fuels. The oils are sourced from plant-based waste streams that aren’t otherwise suitable for human or animal consumption. The benefits are clear: avoiding fossil oils, turning waste into high-quality materials, and requiring significantly less energy and fewer chemicals to produce. Best of all, there’s no compromise on quality or performance.

Recycled fabrics

In 2024, we took an exciting step forward by introducing recycled fabrics on the Bugaboo Fox 5 Noir Limited Edition. By turning post-consumer PET bottles into high-quality materials, we’re reducing our reliance on virgin polyester and taking meaningful action to lower fossil fuel use, chemical consumption, and energy demands. This is just the beginning — our ambition is to move toward a fully closed-loop, high-value textile-to-textile recycling system, and this milestone brings us closer to that goal.

Recycled fabrics



Recycled aluminum

Using post-industrial recycled aluminum reduces our material footprint as it needs considerably less energy to produce. Our goal, however, is to fully transition to post-consumer recycled aluminum to close the loop and eliminate the need for virgin materials. We’re still working to overcome the technical, economic, regulatory, and logistical challenges to get there.



Vegan leather

Beautiful, durable handlebar grips — without animal cruelty. All our strollers feature 100% vegan faux leather, free from phthalates or harmful plasticizers.

FSC-certified wood

Our Bugaboo Giraffe Highchair is crafted from FSC®-Certified European beechwood, sourced from responsibly managed forests that help prevent deforestation.



02

Materials matter —

because not all are made the same.

A product’s ecological impact is shaped 80% by its design. What materials are chosen? How is it manufactured? Can it be repaired, refurbished, or recycled? When we focus on our company's environmental footprint, we know that 90% of it comes from our products. So, this is where we can truly make a difference.



Designed for (at least)
a decade of strolls



Longevity guides
every design choice
we make,

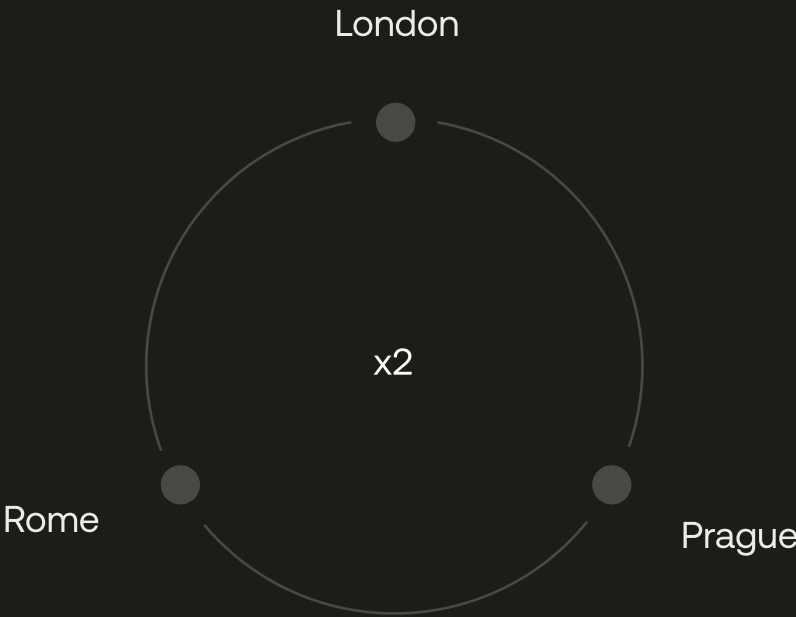
from durable products to resilient materials. By applying circular economy thinking, we ensure every stroller is built to last, made with low-impact materials, and designed to minimize waste.



Tried and tested

Every Bugaboo product is rigorously and repeatedly tested, and we aim for each stroller to cover at least 7,000 km in its lifetime. Our testing exceeds industry standards, and time after time, our strollers prove their durability and performance.

7000km equivalent
London, Rome, Prague roundtrip. Twice.



Rugged roads, daily folds, endless adventures

With wheels that can smoothly stroll around the world 3.5 times over, our internal tests have shown that the Bugaboo Fox 5 can:

- | | | |
|---|-----------------------------------|----------|
| → | Be folded and unfolded daily for | 13 years |
| → | Be pushed up a sidewalk daily for | 13 years |
| → | Stroll on rough terrain daily for | 4+ years |

Better products, less issues

In 2024, our average product issue rate was just 1.83% — well below our 2% target, which aligns with benchmarks for premium brands. Fewer product issues are not only part of our Bugaboo promise, but they also reduce extra costs and emissions related to spare parts, materials and shipments.

Product issue rate



Innovation never stops

We’re always working to reduce product issues as much as possible. For the Bugaboo Butterfly 1 (one of our bestsellers), we started 2024 with an already low issue rate of 1.05%, and thanks to smart design tweaks, we ended the year even lower at just 0.79%.

Bugaboo Butterfly 1 issue rate



Here’s how we dit it

- Reinforced the front wheel design for extra durability
- Upgraded the seat liner fabric to prevent pilling
- Made the backrest and canopy holders easier to service

Doubling down on circularity

Over the past two years, we've more than doubled the revenue coming from our Certified Refurbished and Lease offers, which are business models designed to extend the life and use of our products.

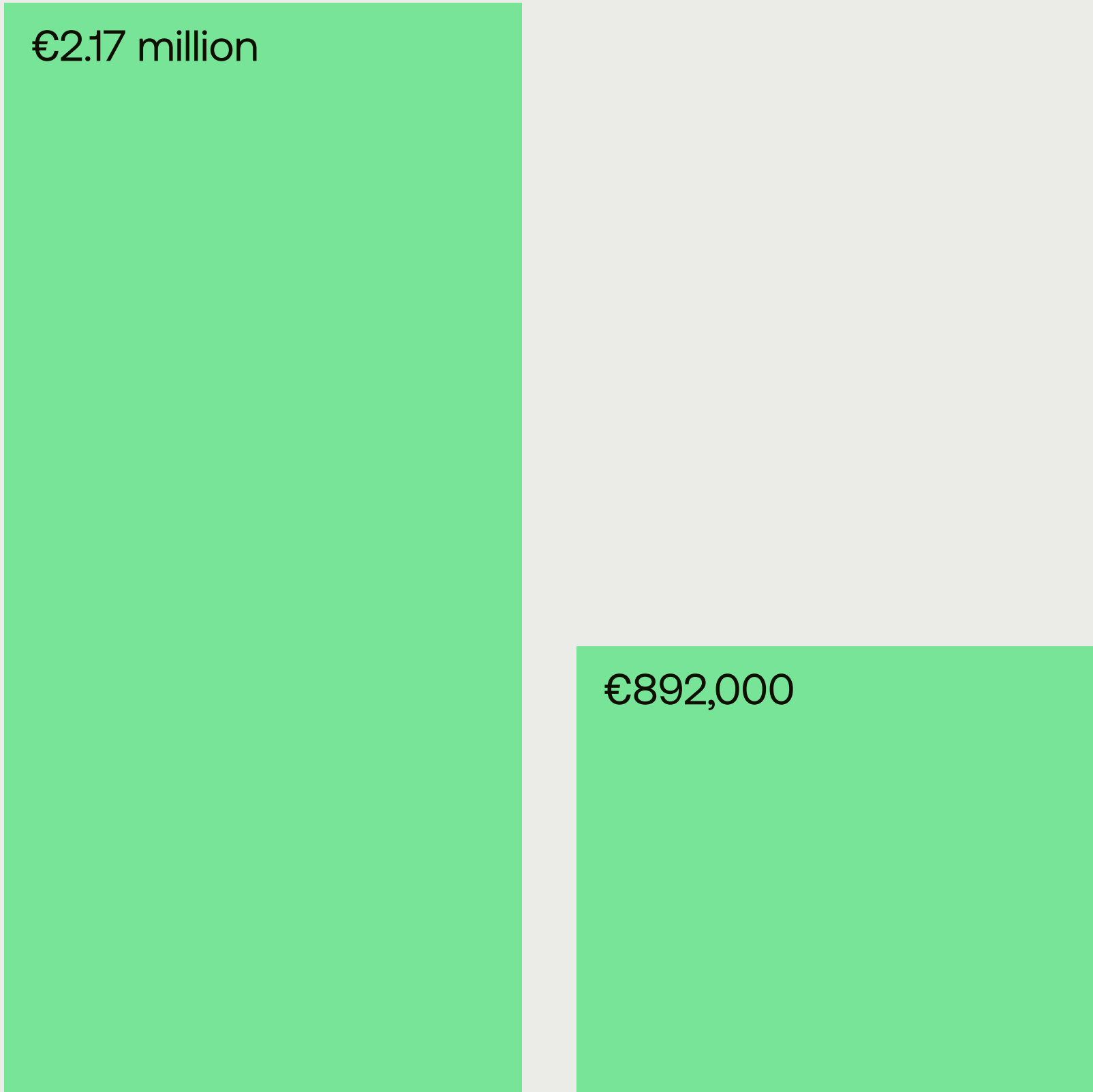
2023



Certified Refurbished revenue EUR

Lease revenue EUR

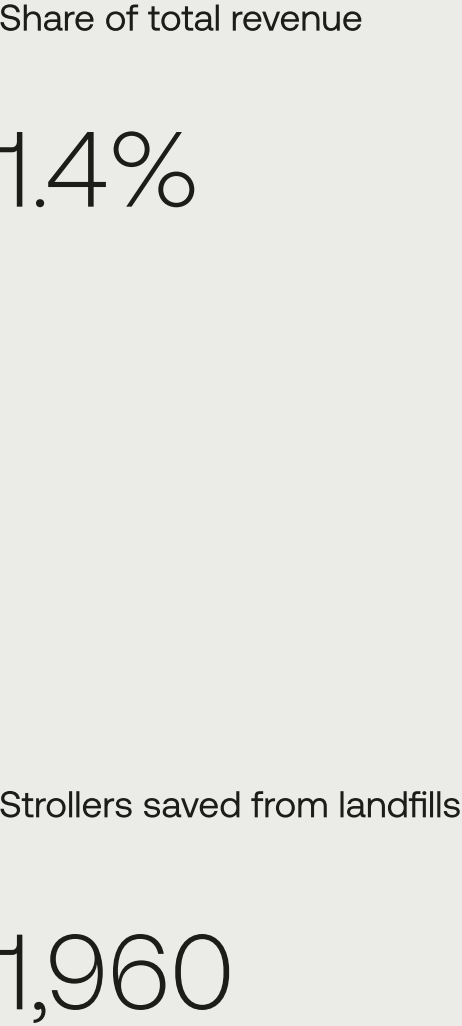
2024



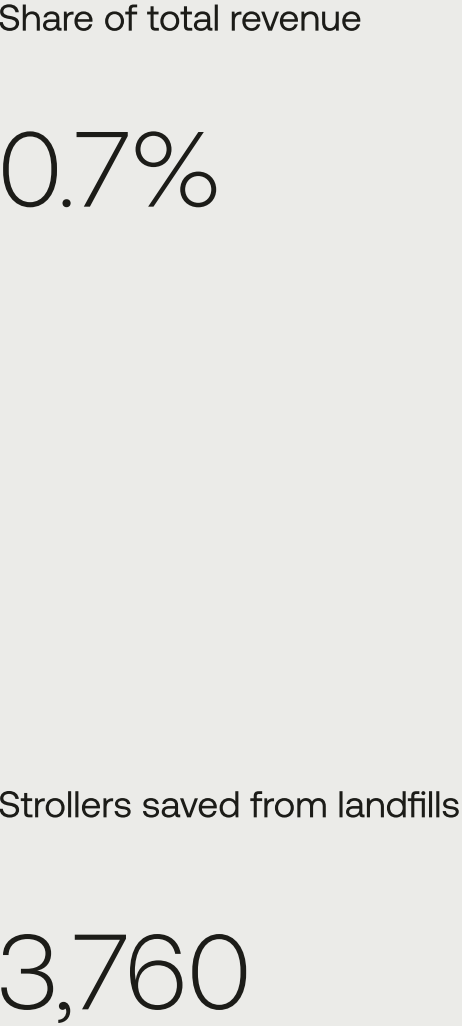
Certified Refurbished revenue EUR

Lease revenue EUR

2023



2024



03

Designed to love,
and built to last

Sustainable products are made to go the distance.

By extending the lifespan of our products, we honor the valuable materials, energy, and labor invested in making them — ensuring these resources are preserved and not wasted.

Carbon fast facts



One mature tree absorbs about 22 kg of CO₂ per year



To soak up 1 kg of CO₂ in a day, you'd need 17 mature trees



Driving 100 km in an average petrol car emits roughly 16 kg of CO₂



The average UK resident's yearly carbon footprint is 4,000 kg of CO₂



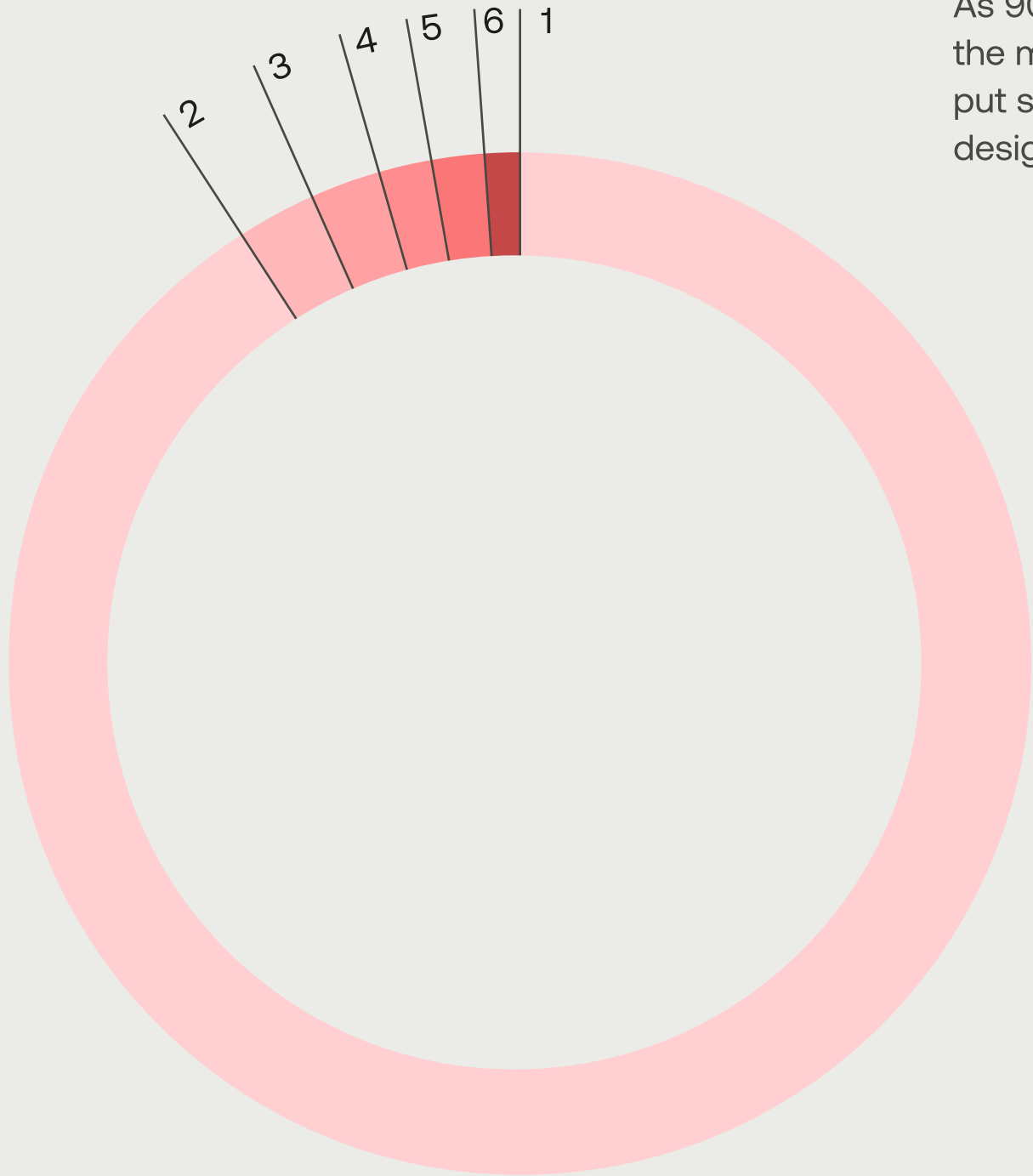
One kilogram of CO₂ takes up the same volume as a large exercise ball (around 500 liters)



Step 1

Understanding our company footprint

As 90.9% of Bugaboo's carbon footprint results from the materials used in our products, it's clear why we put so much focus on choosing better materials and designing strollers that last as long as possible.



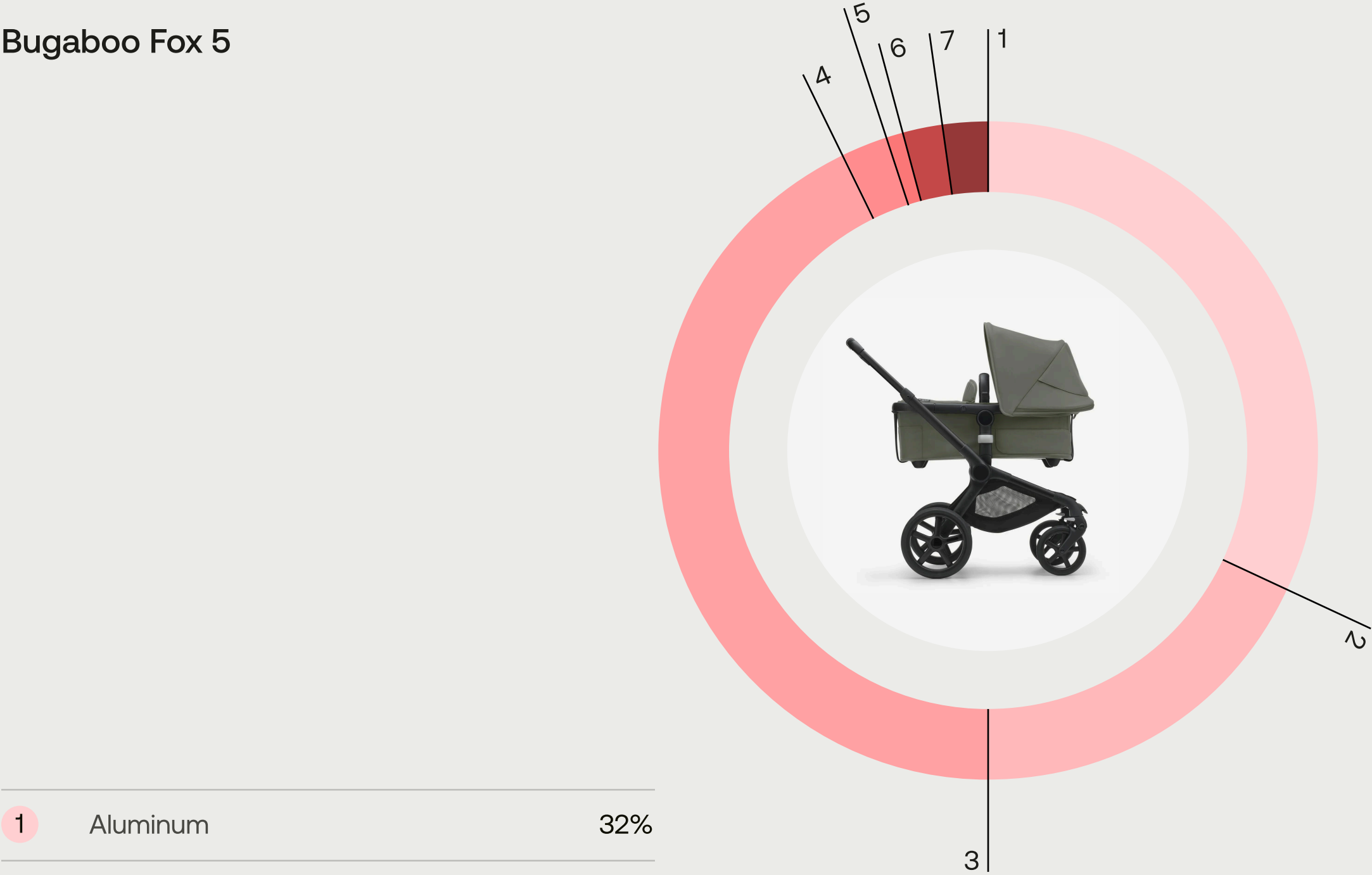
1	90,9%	2	2,35%	3	2,30%
	Manufacturing & materials, products		Electricity factory & offices		Marine transport
4	1,70%	5	1,68%	6	0,96%
	Employee travel		Transportation local warehouses to consumers		Gas office & lease cars, capital goods, office & factory waste, commute, EOL

Step 2

Uncover the carbon anatomy of our products

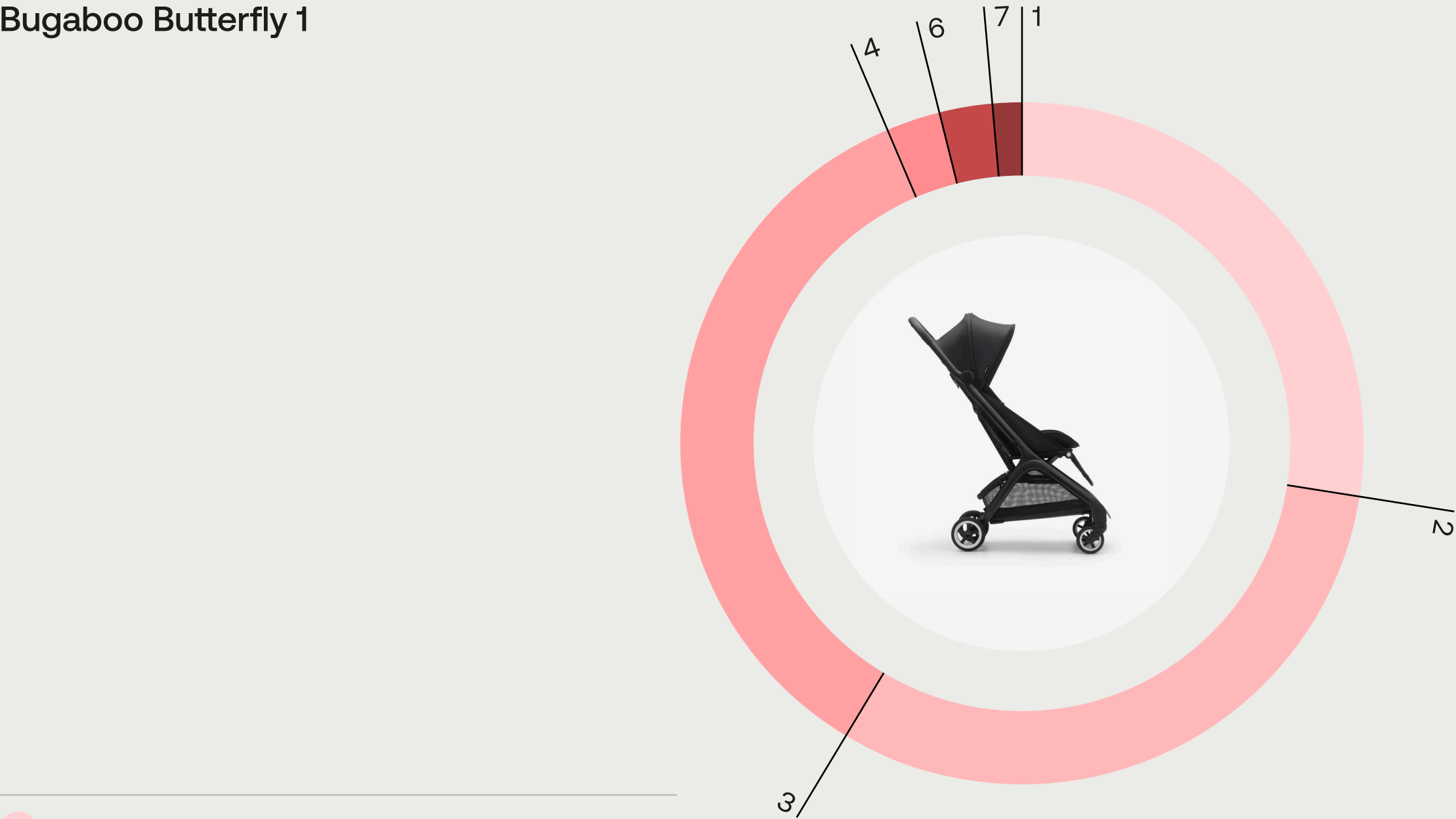
Let’s dive deep into the materials we use. Here you can find the carbon footprint of our hero strollers, the Bugaboo Fox 5 and the Bugaboo Butterfly 1. The graph shows what percentage each material contributes to the total carbon impact, helping us pinpoint exactly where there’s room to improve. Spoiler alert: it’s textiles.

Bugaboo Fox 5



1	Aluminum	32%
2	Plastic	18%
3	Textile	43%
4	Metal	2%
5	Foam	1%
6	Rubber	2%
7	Packaging	2%

Bugaboo Butterfly 1



1	Aluminum	22%
2	Plastic	25%
3	Textile	48%
4	Metal	2%
5	Foam	0%
6	Rubber	2%
7	Packaging	1%

Step 2

Shoot for the moon.
Set ambitious goals

After analyzing our emissions, we set ambitious targets to reduce them. The graphs below show our SBTi-verified Near Term Targets for 2026 — meaning climate scientists have given them the green light — and how we’re tracking these goals.

Scope 1

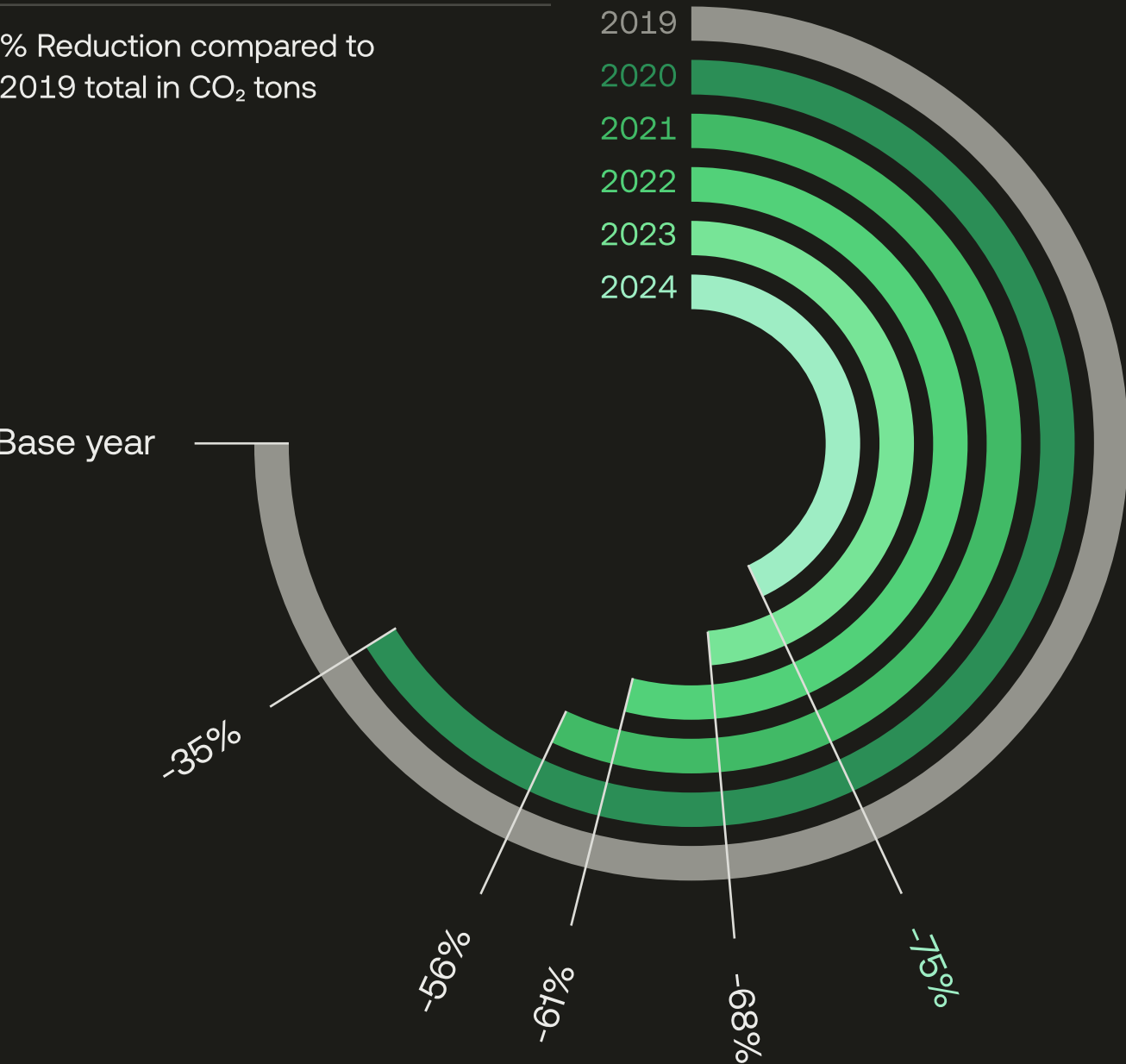
Direct emissions from owned or controlled sources

Absolute reduction target

Achieved



↓30%

↓75%



2019		511 tCO ₂
2020	Target met	332 tCO ₂
2021		227 tCO ₂
2022		199 tCO ₂
2023		161 tCO ₂
2024		129 tCO ₂

What we did

- Increased office efficiency
- Switched fleet to electric or hybrid

Scope 2

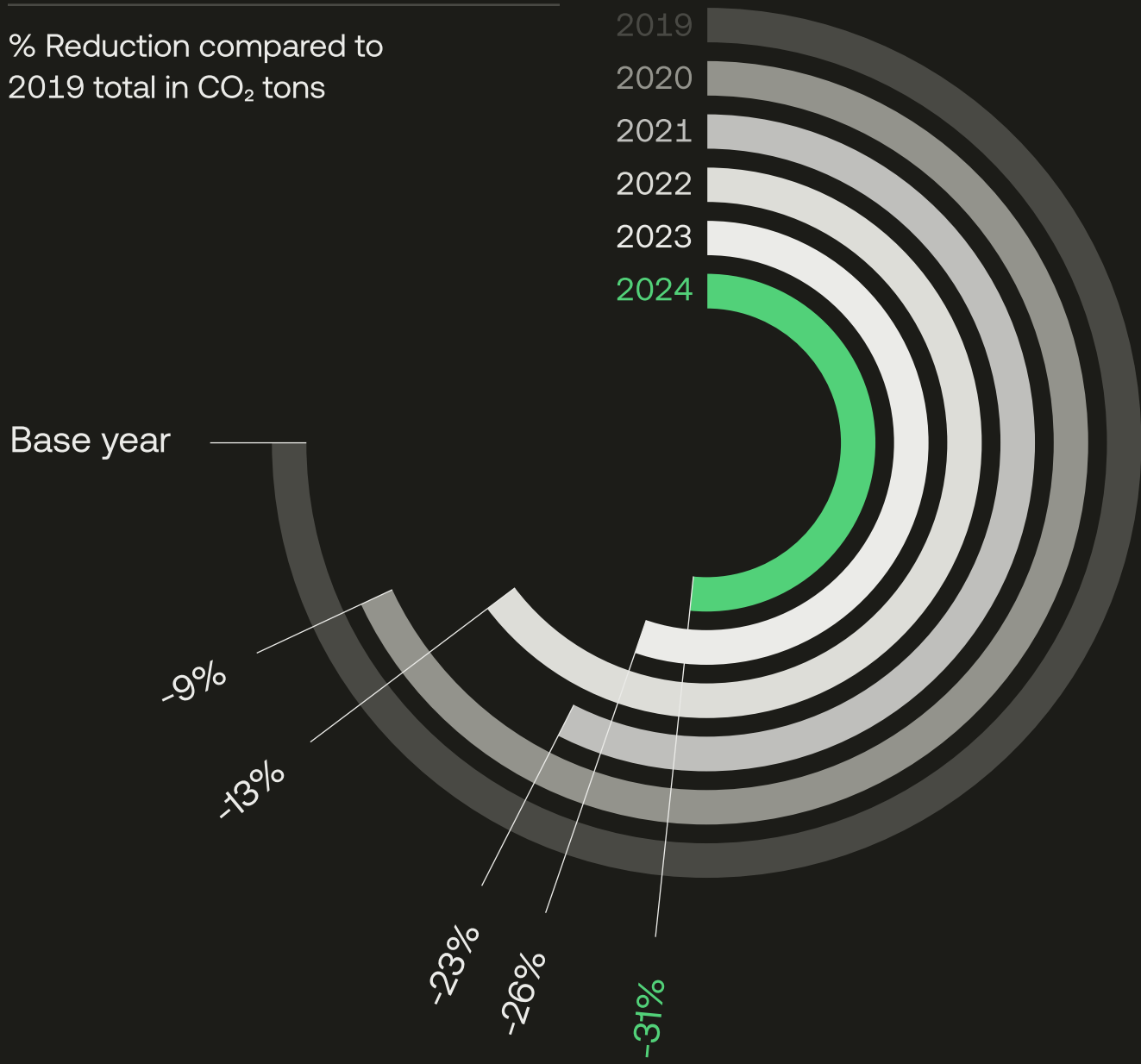
Indirect emissions from purchased electricity, steam, heating, and cooling.

Absolute reduction target

Achieved




↓30%

↓31%



2019		1,521 tCO ₂
2020		1,381 tCO ₂
2021		1,167 tCO ₂
2022		1,316 tCO ₂
2023		1,124 tCO ₂
2024	Target met	1,051 tCO ₂

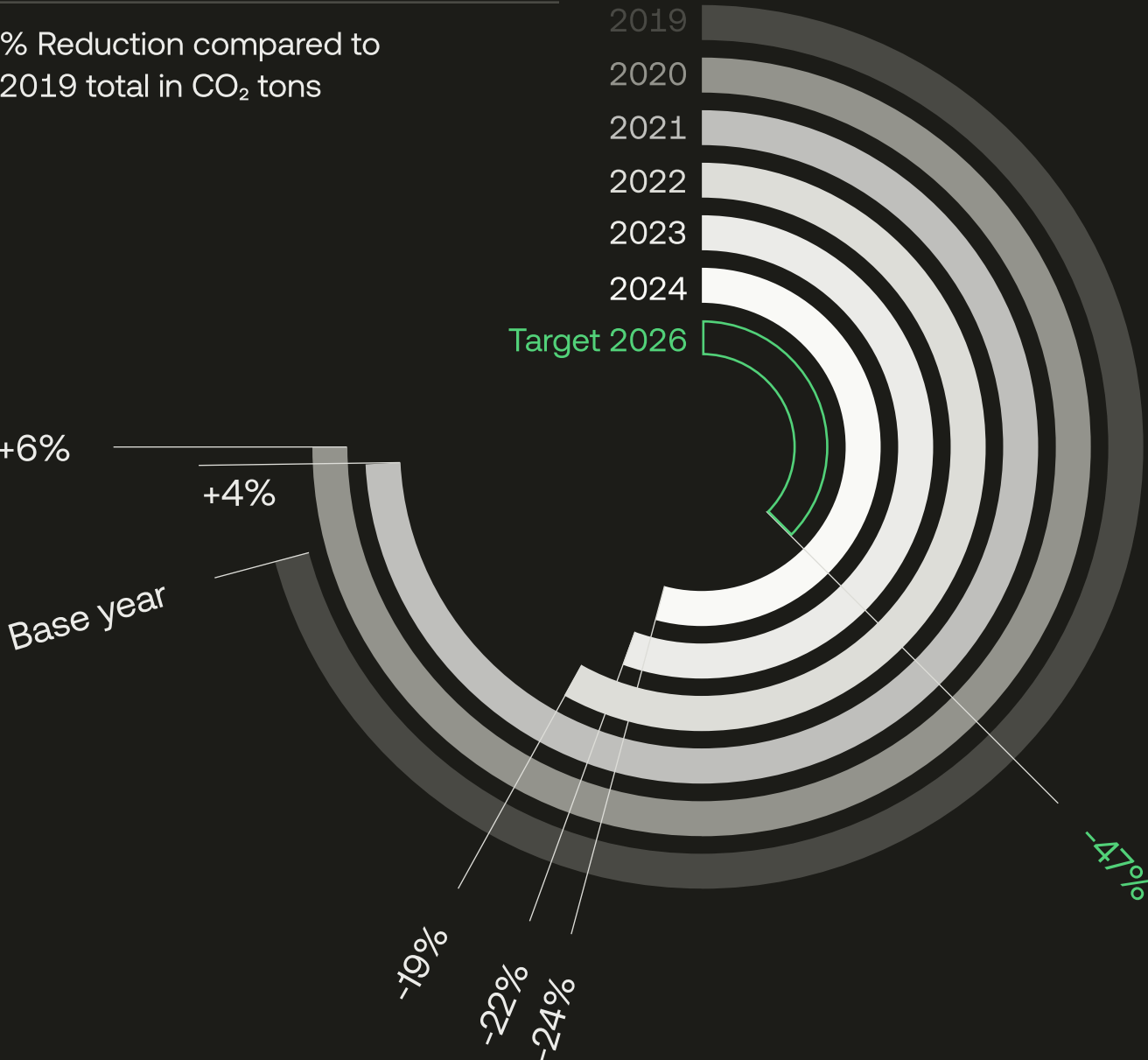
What we did

- Implemented solar panels in our production facilities
- Switched to renewable energy providers
- Increased workspace efficiencies

Scope 3.1 Emissions from making products or materials a company buys, like emissions from suppliers

Intensity target
Reducing average product footprint

↓47%



2019	110 tCO ₂
2020	116 tCO ₂
2021	115 tCO ₂
2022	90 tCO ₂
2023	86 tCO ₂
2024	84 tCO ₂
2026	58 tCO ₂

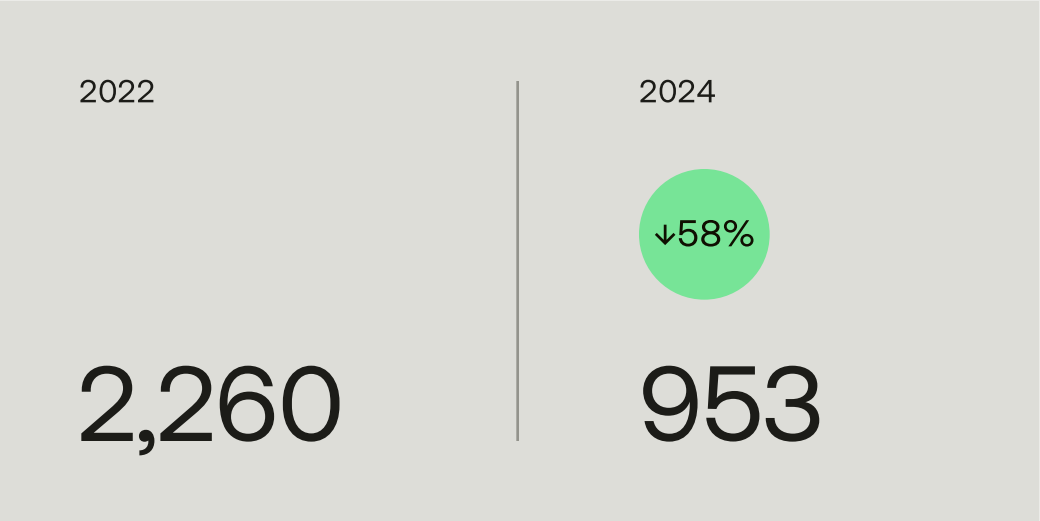
What we did

- Smarter design choices
- Implemented bio-based plastics, recycled aluminum and recycled fabric



Turning the tide on emissions

Marine transport emissions in tons

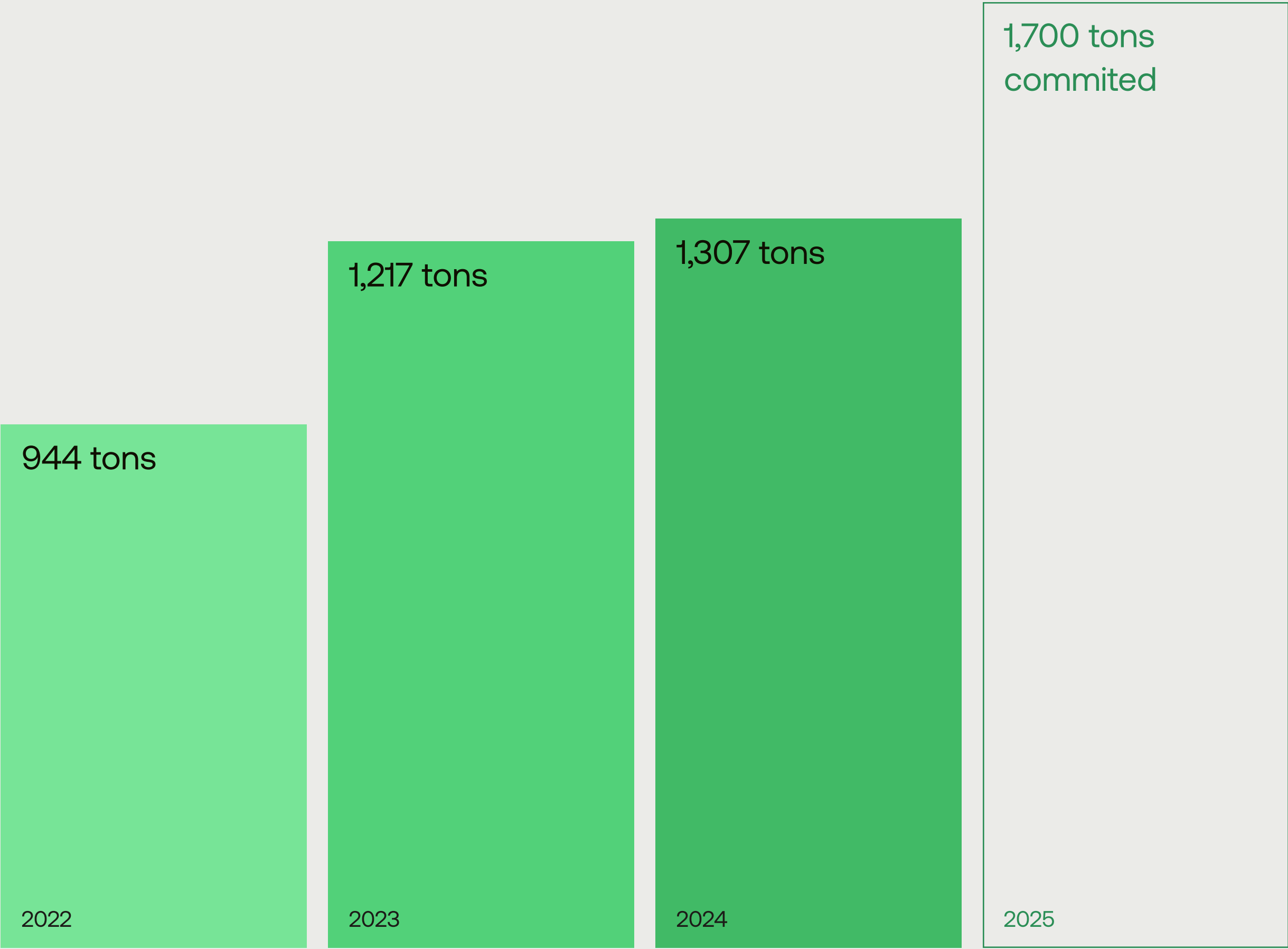


Through our partnership with GoodShipping, we cut our marine transport emissions by 58% — from 2,260 tons to just 953 tons — saving 1,307 tons of carbon. GoodShipping’s biofuel solution doesn’t just cut emissions:

- It uses waste as a resource instead of pumping out fossil fuels
- It’s biodegradable, which reduces risks to marine life
- It produces almost no sulfur, lowering air pollution and ocean acidification

We’re proud to continue this partnership with GoodShipping and parent company FincoEnergies in 2025, with the ambition to save at least 1,700 tons of carbon through this program.

Carbon emission savings over time



04

Taking climate action, stroll by stroll.

Because every step shapes tomorrow

Reducing our carbon emissions is one of our most urgent priorities, and we've made bold commitments to do our part.

Living wages

We uphold responsible production practices and fair pay, because we believe everyone should earn enough to truly live, not just get by. In 2024, we paid our factory colleagues well above local living wages, to ensure they can afford daily needs, schooling, healthcare and retirement:



Workplace safety

In 2024, we had two minor health and safety incidents reported in our workplaces. Thankfully, neither resulted in long-term health effects, both employees have fully recovered, and we’ve learned from the experiences. Worker wellbeing remains our top priority, and we remain committed to maintaining a safe work environment for all.

Equity for everyone

In 2024, our Xiamen facility opened nine roles for people with disabilities, with six positions filled by year-end. To support inclusion, all employees received sign language training and joined a workshop on building a truly inclusive workplace.



More than
a contract:



our supply chain
commitments

1

Rigorous due diligence

Before partnering with any supplier, we conduct thorough checks to ensure they meet our high standards for environmental care and social responsibility.

2

Clear standards

Every supplier signs and commits to our Supplier Code of Conduct, which sets out our expectations for fair, safe, and ethical practices.

3

Health and safety first

All suppliers must have clear health and safety management systems in place and demonstrate an ongoing commitment to sustainability.

4

Accountability

our suppliers agree to regular audits and continuous improvements — proving they're upholding the standards we stand for.

5

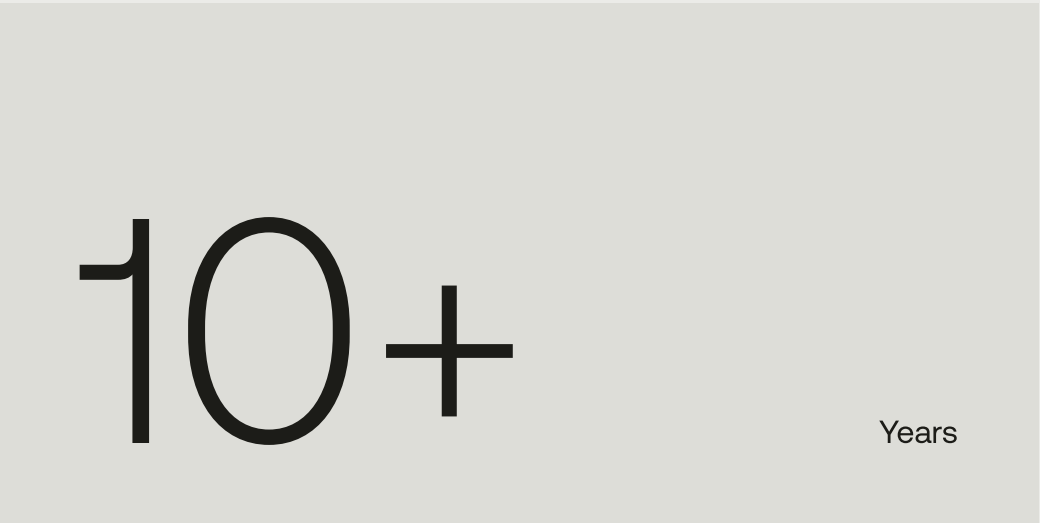
Partnership, not policing

Before partnering with any supplier, we conduct thorough checks to ensure they meet our high standards for environmental care and social responsibility.

Long-term partners,
shared progress

Our average supplier relationship spans over 10 years, which is a testament to the quality and trust we build together. By investing in strong, lasting partnerships, we reduce environmental risks, uphold ethical labor practices, and drive continuous improvement year over year.

Average supplier relationship duration



Switching to renewables

Among our top 12 suppliers — representing 80% of our total spend — nine have already installed solar power systems. In total, 23 of our tier-one suppliers have taken concrete steps toward greener operations by adopting solar energy and sourcing green electricity for their facilities — significantly cutting reliance on fossil fuel-based public grids.



Top suppliers with solar power

9 / 12

Representation of total spend

80%

Tier-one suppliers taking steps towards green energy

23

Checking in — and following up

In 2024, we audited 31% of our tier-one suppliers to ensure they meet our standards.

What we found

1

121 minor non-conformances

small issues like incomplete documentation, slight overtime overruns, or minor process gaps. These didn't pose direct harm to workers but did break company rules, policies, or local laws.

2

6 critical non-conformances

excessive overtime, gaps in quality management systems, and over-reliance on flexible (dispatch) workers, which can mean less job security and fewer benefits for workers if used long-term.

What we did about it

1

100%

of the minor non-conformances were resolved in close collaboration with our suppliers

2

2

critical issues were successfully resolved in partnership with our suppliers

3

3

suppliers that the were responsible for four of the critical issues were phased out

4



Strengthened our checks on overtime practices and quality management systems, to help prevent these problems in the future.

05

People first — always

A safe and fair workplace for all.

We put the health, safety and wellbeing of everyone at Bugaboo at the heart of how we do business. In our award-winning, company-owned factory, we foster a supportive environment where every team member can thrive, and every voice is valued.

Bugaboo
Fox 5 Noir
Limited edition



Our best ride ever,
reimagined with three
limited edition colors.
Made with recycled
fabrics.

Taupe
New colour



Butterfly Wheeled
Board Adapter
New accessory



Butterfly
Travel Bag
New accessory



Cherry
New colour



Butterfly &
Dragonfly
Mosquito Net
New accessory



Bugaboo
Kangaroo
New stroller



The go-anywhere stroller
that grows with your
family. Our single-to-
double solution was
designed by popular
demand.

Fox 5 Height
Adapters
New accessory



And the award goes to...

Since 2007, Bugaboo has proudly won nine Red Dot Awards and five iF Design Awards, proving that innovation and design excellence are at the heart of what we do.

Bugaboo Dragonfly



Red Dot
Best of the Best

Bugaboo Fox 5



Red Dot
Design Award

iF
Design Award



Innovations we’re proud to put our name on

1



A cupholder made from biobased materials

2



A backpack made entirely from recycled materials

3



100% vegan leather handgrips free from phthalates and harmful plasticizers

4

In 2022, we completely stopped sourcing any materials or products containing PFAS

Customer experience score

We closely monitor how happy our customers are — their satisfaction is what drives us. Our User Experience Score combines Trustpilot ratings, Net Promoter scores, customer effort and customer satisfaction. Our goal? An ambitious 80%.

We kicked off 2024 at 75.7% and closed the year with an average score of 78.7% — up from 75% in 2023.

Better by design

We’re continuously improving to deliver best-in class comfort, safety, and sustainability. In 2024, we introduced the PureBreeze™ mattress across our entire stroller portfolio, designed to maximize comfort while minimizing environmental impact.



What’s new

- Firmer, more supportive foam to promote healthy back development and overall comfort.
- Enhanced breathability for improved airflow and temperature control.
- Dual-sided design with a cozy winter side and a breathable summer side, offering year-round comfort and reducing the need for extra products.
- Use of undyed fabrics to cut down on chemical processing.

Customer experience score



06

Designed for real life —




it's what drives us.

When design and engineering are your passion, it only makes sense for those designs to truly connect with people's everyday lives. That's why we listen closely to our Bugaboo users and turn their feedback into meaningful action.

Waste not, want not


Across our business, we're preventing and reducing waste. Here's what we've achieved so far:

1




In our production facility, we've saved 18,725 yards of fabrics from landfill by repurposing, reselling and donating them.

2



Through our Certified Refurbished program and our pioneering partner Refurbished Kinderwagens, more than 97% of all in-warranty returns, damaged stock, and returned lease products in Europe are refurbished and kept out of landfills.

3



All obsolete products are given a second life through our donations program.

Bugaboo PureBreeze™ mattress

In 2024, we launched the breathable Bugaboo PureBreeze™ mattress — designed with no dyes, meaning fewer chemicals and a safer choice for both babies and the planet.


Don't be so toxic!

The health and safety of our customers and the environment are our top priorities. Here's how we keep harmful substances out:

- We don't just follow regulations; we go further. Our restricted substances list bans anything that could pose a risk, and we constantly review and update it.
- All our products meet REACH standards — the strictest EU chemical safety legislation.
- Every indoor product we make is GREENGUARD Gold Certified™, ensuring it meets the highest standard for indoor air quality and won't affect the air in your home.


The little things count

Water




We don't use large amounts of water in our own processes, but we still aim to reduce our consumption wherever we can. In 2024, we cut water use by 1% per person at our own production facility by reusing air conditioning cooling water and improving washroom efficiency.

Electricity



At our owned production facility, we set an annual goal to reduce energy consumption by 2%. In 2024, we hit this target by finding the major energy users and installing improvements like timers.

Christmas gifts



It might seem symbolic, but for us, it's part of our culture. Instead of buying something new, we turn leftover fabric stock into thoughtful employee gifts. Last year, our team received a beautiful (and practical!) lunch cooler bag.

07

Beyond carbon

The bigger picture of sustainability



When it comes to production, sustainability is about more than just carbon emissions. We consider waste generation, chemical and water use, air pollution, and resource consumption. At Bugaboo, we identified chemicals and waste as key areas where we can reduce our impact.

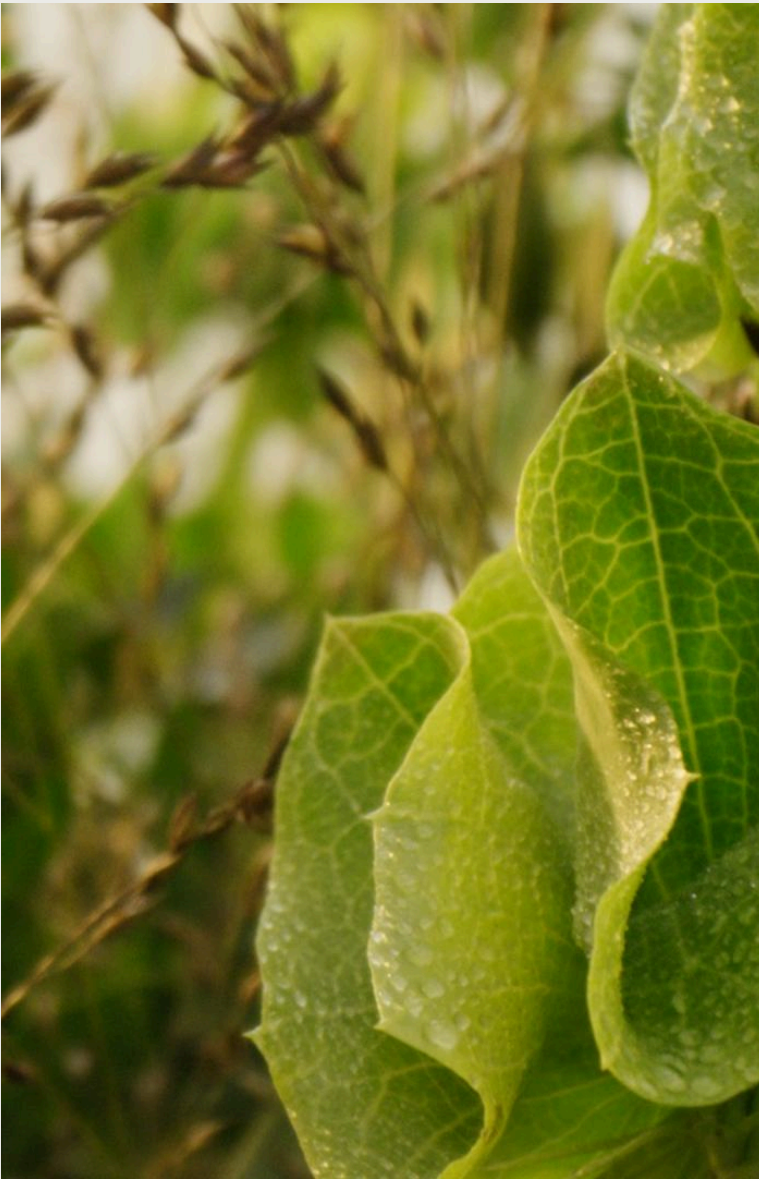
The business case for sustainability

Balancing sustainability and commerce isn’t easy. Every product has an environmental impact — there’s no such thing as truly “sustainable.” Eco-friendly choices often cost more, are more complicated to make, and take time to implement and can therefore be in conflict with commercial priorities. Still, sustainability matters —not just for the planet, but for our customers and long-term success. We’re committed to finding the right balance: protecting the environment while keeping our business strong.

“ We’re committed to finding the right balance: protecting the environment while keeping our business strong.

Growth and carbon

Business growth can make sustainability progress hard to see at first glance. Today, our total CO₂ emissions are 38% higher than in our 2019 base year. But when we compare that to our growth — a 53% increase in net revenue and a 93% increase in strollers produced — it’s clear our emissions are not rising as fast as our business is growing. This shows that the sustainable steps we’re taking are having a positive effect.



Behind the numbers

Getting reliable carbon data is essential but sometimes just impossible — the information we need is often missing, inconsistent, or measured differently by suppliers. We sometimes rely on global data sets that change over time — so the numbers do, too. Still, we use the best data available to understand our impact. It’s not perfect, but it reveals key trends and helps guide our decisions. We know the data will keep evolving — and that’s part of the process.

“ At Bugaboo, we’ve set ambitious goals and backed them up with real action.



The bumpy road to Net Zero

Many companies make headline-grabbing net zero promises, but often without clear, credible, or transparent plans to reach them — something increasingly called out by climate experts, NGOs, and regulators. At Bugaboo, we’ve also set ambitious goals and backed them up with real action. But let’s be honest: achieving net zero is no small feat.

To get there, we must tackle the complexity of a global supply chain, improve poor data quality, manage high transition costs, and overcome technological hurdles. So far, we’ve achieved our Scope 1 and Scope 2 targets — but these only cover 10% of our total emissions. For our Scope 3 intensity target, we’re making steady progress. And after that? The real work continues.

Why we work with polyester fabrics

Polyester is made from fossil fuels and is, essentially, a type of plastic — so why do we still choose it over natural fibers? There are two important reasons:

First, our fabrics need to be extremely durable and functional. They protect your baby from wind, rain, and sun, and they’re designed to withstand heavy, repeated use. While natural fibers (like cotton) are renewable, they also have significant drawbacks as they require a lot of land and water to grow, plus are heavily linked to pesticide.

When we weigh all the environmental impacts alongside the performance our products need to deliver, polyester remains the best option for now. That said, we’re actively exploring alternatives like bio-based polyesters. At the time of publication, many bio-based or recycled options aren’t yet available at scale, don’t meet our strict standards for durability and UV resistance, or are too costly or hard to source reliably. But we won’t stop searching — and have already found some promising alternatives. We do know this: as better solutions emerge, we’re ready to move fast.


08

Perfection is the enemy of progress


Our honest look at challenges ahead.

A truly sustainable product doesn't exist — and no company is ever 100% perfect. And just like the journey of raising a family, we know we'll stumble along the way. But when we do, we learn and improve. Here are some of our struggles.


Our people




972 people




Workforce growth +7,4% since 2023




38 nationalities represented




91,2% employee retention rate (+7% since 2023)



Working in 19 countries



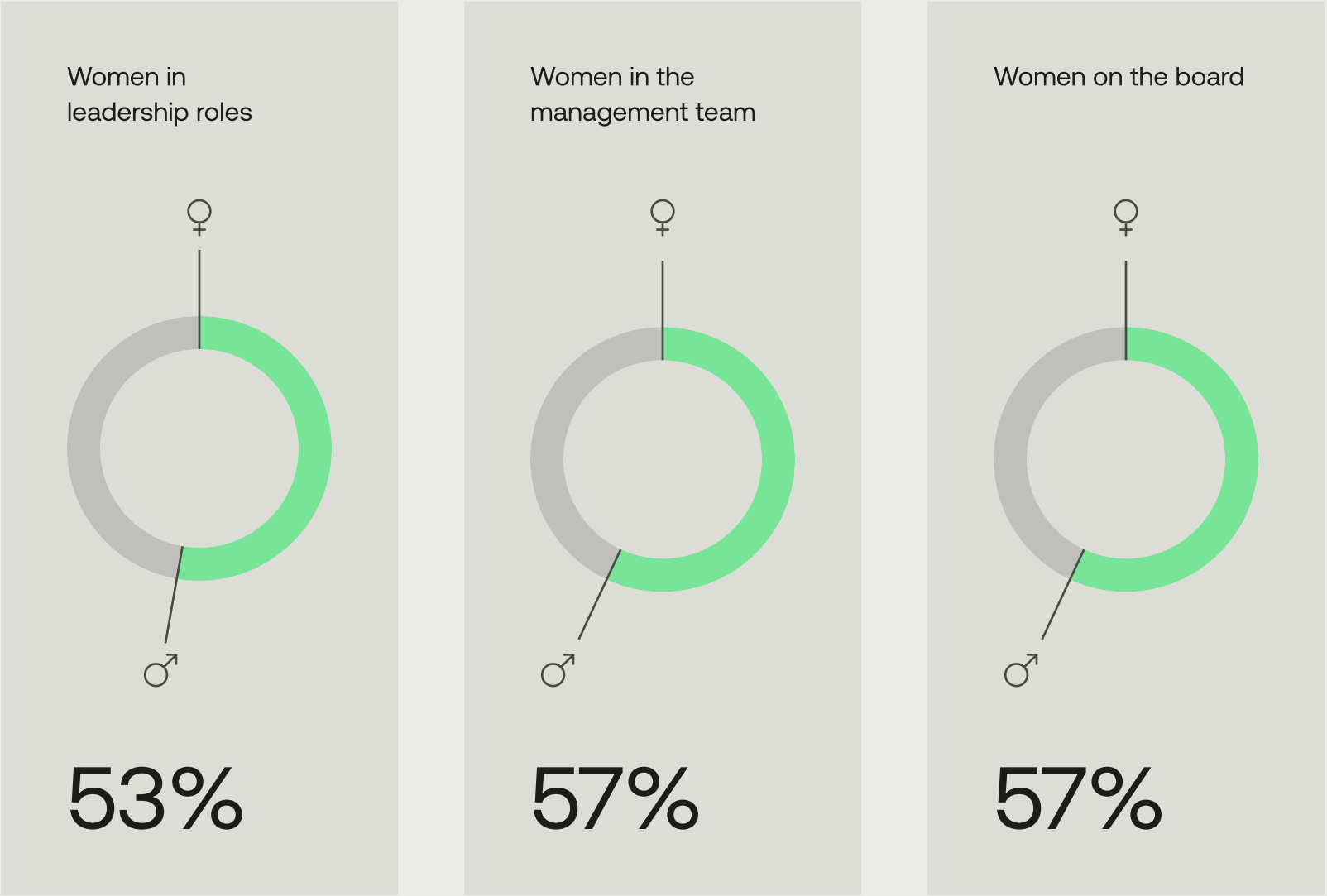
Average tenure: 6.5 years



73% female

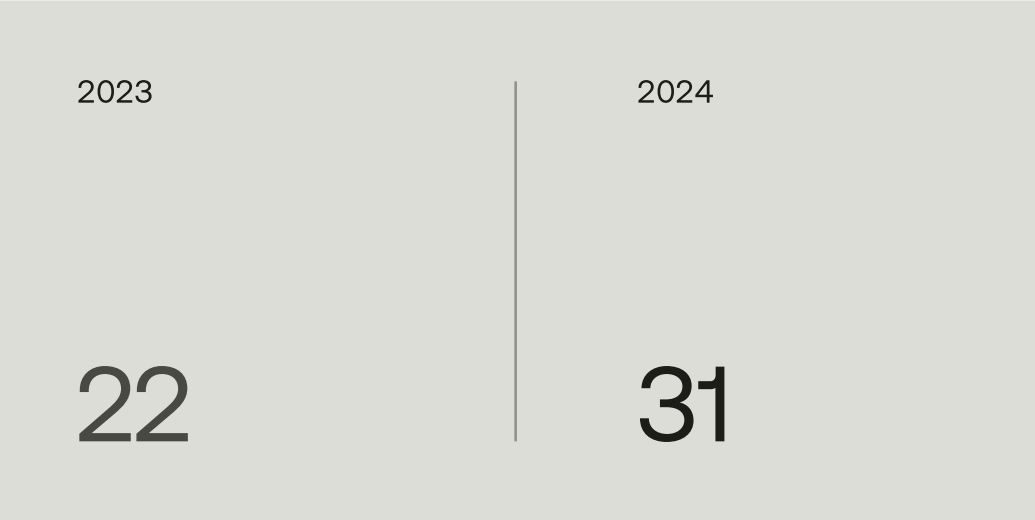
Who runs Bugaboo?

Women are leading the way:



Proud, purpose-driven employees

Employee engagement score (eNPS)
85% response rate



Safety and wellness at Bugaboo’s production facility

6 Annual company events
(Family Day, Production Open Day, Autum Festival, Sports Day, Women's Day, Men's Day)

9 Health and safety related activities
(including free health clinics and workshops)

93 Volunteering activities
(nursing home visit, book donation and volunteering at a local library and blood donation, with 73 joiners)

→ Elected a new Labor Union Chairman

2 Sustainability events
(Earth week and surplus material sales)

Blue and Green Spaces in Urban Areas

In 2024, we wrapped up a three-year partnership with C40’s ambitious Urban Nature Accelerator, contributing US\$115,000 to help cities add more green and blue space, protect communities from climate risks, and deliver on the Paris Agreement.



Giving back

€50,000

Worth of product donations across three continents, supporting 18 organizations

€3,200

Raised during an internal auction for the charity “Because We Carry”, plus nine bags of children’s essentials collected



50

refurbished electronic devices donated to children in Amsterdam facing economic hardship

Open Up & Learn

Everyone at Bugaboo has global access to Open Up for mental wellbeing and LinkedIn Learning for personal growth.



09

Powered by people

Celebrating people, diversity and community impact.

We believe that strong teams and inclusive cultures are the foundation of lasting positive impact. Here's how we work together, celebrate diversity, and give back to local communities.



Our company-wide certificates

B Corp

a third-party standard that shows that the company meets high standards of social and environmental performance, accountability, and transparency. Certified B Corporations are globally recognized as leaders in the movement for an inclusive, equitable, and regenerative economy.

UN Global Compact

Supports global companies committed to responsible business practices in human rights, labor, the environment, and corruption. This UN-led initiative promotes activities that contribute to sustainable development goals to create a better world

Ecovadis Gold Medal

A globally recognized assessment platform that rates businesses’ sustainability based on four key categories: environmental impact, labor and human rights standards, ethics, and procurement practices.

Modern Slavery Act

A comprehensive legal framework aimed at eradicating modern slavery, protecting victims, and holding offenders accountable.

Our product certificates

Forest Stewardship Council (Bugaboo Giraffe)

FSC® unites citizens, businesses, governments, and NGOs under a common goal: protecting healthy, resilient forests for all, forever. FSC®-certified wood comes from well-managed forests; it benefits local economies and, it's environmentally friendly and durable.

International Sustainability and Carbon Certification (Bio-based plastics)

ISCC® is a sustainability certification system covering the entire supply chain and all kinds of bio-based feedstocks and renewables. The ISCC®-certification provides the guarantee that the material is recycled, and consumption of virgin feedstock is reduced.

Greenguard Gold (Bugaboo Giraffe and Stardust)

Greenguard Gold Certified products ensure products are built to contribute to safer, healthier indoor air quality for you and your family.

Our factory certificates

Sedex

A not-for-profit organization that aims to improve ethical and responsible business practices in global supply chains. SEDEX stands for Supplier Ethical Data Exchange, which is an online system that allows suppliers to maintain data on ethical and responsible practices and allows them to share this information with their customers

SA8000

An international certification standard that encourages organizations to develop, maintain, and apply socially acceptable practices in the workplace such as fair wages, labor rights, working conditions, health and safety, and gender equality.

ISO14001

The international standard that specifies the requirements for an effective environmental management system (EMS). It maps out a framework that a company or organization can follow to set up an effective environmental management system

ISO9001

An international standard that sets out the requirements for a quality management system. Organizations use the standard to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements



About Bugaboo

Bugaboo believes that parenthood has the power to shape the future. Since revolutionizing the stroller industry over 25 years ago, the Dutch brand has remained a leader in innovation, designing award-winning parenting solutions—from strollers and car seats to travel cots and accessories.

Crafted for durability, comfort, and ease of use, Bugaboo’s products are engineered with future generations in mind. As a B Corp™ certified company Bugaboo has been at the forefront of innovation for over 25 years, pioneering strollers that blend premium craftsmanship with responsible design, pushing boundaries to ensure future generations inherit a healthier planet.

→ For more information, visit www.bugaboo.com

This is Bugaboo

- Founded in 1999
- Owned factory since 2009
- Sold in 52 countries
- Employees working in 19 countries
- Employing people from 38 nationalities
- Net revenue: €253.4M



Ambitious targets

Since 2023, we have SBTi approved near-term targets and expressed net zero ambitions.