

Kleinanzeigen Family, Child & Baby

Insights



10,87 million
unique users per month



0,66 million
unique users per day



56 %

With a net household income of
€3,000 per month or more



57 % female

43 % male



66 %

of users between
20 and 49 years old



1 million

UUs per month who have at
least on child under 2