

3.3 外刊精读|婴儿经济：婴儿潮



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The **infant** economy: Baby boom

婴儿经济：婴儿潮

Why more parents are **splurging** on fancy products for newborns

为什么越来越多的父母为新生儿购买高档产品

【1】AMONG THE whizzy **gadgets unveiled** in January at the Consumer Electronics Show in Las Vegas was the Elvie Rise, an **automated** baby bouncer that **transforms seamlessly** into a **bassinet**. The device, which costs \$800, sold out even before it was formally **released**. Parents who missed out can instead opt for a SNOO, a **rival bassinet** that rocks its **occupant** back to sleep through the night while **dispensing** white noise—and which costs around \$1,700.

在1月拉斯维加斯（Las Vegas）消费电子展上亮相的众多炫酷小玩意中，有一款名为Elvie Rise的自动化婴儿摇篮，它能无缝转换成婴儿床。这款售价800美元的设备在正式发售前就已售罄。没抢到这款产品的家长们可以选择另一款名为

为什么越来越多的父母为新生儿购买高档产品

infant /'ɪnf(ə)nt/ n. 婴儿, 幼儿, 0-1岁的幼儿 adj. 供婴幼儿用的, 初期的, 初创期的 Infants were rent from their mother's arms 婴儿从母亲手里被夺走。

splurging /'splɜːdʒɪŋ/ v. 挥霍, 糟蹋(钱), 乱花(钱) splurge的现在分词

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gadgets /gædʒɪts/ n. 小器具, 小装置 gadget的复数 She has invented a nifty little gadget for undoing stubborn nuts and bolts. 她发明了一种灵巧的小工具用来松开紧固的螺母和螺栓。

unveiled /ˌʌn'veɪld/ v. 为...揭幕, 揭开...上的覆盖物, 拉开...的帷幔, (首次)展示, 介绍, 推出, 将...公之于众 unveil的过去分词和过去式 The monument was unveiled with great solemnity. 纪念碑的揭幕庄严而肃穆。

automated /'ɔːtəmeɪtɪd/ v. (使)自动化 adj. 自动化的 automate的过去分词和过去式 Automation will mean the loss of many jobs in this factory. 自动化将意味着这个工厂要减少许多工作职位。

transforms /træns'fɔːmz/ v. 使改变形态, 使改变外观(或性质), 使改观 transform的第三人称单数

seamlessly /'siːmləsli/ adv. 无缝地; 天衣无缝地 Data and content work together seamlessly in any successful information architecture design. 在任何成功的信息架构设计中, 数据和内容都是以无缝的方式一起工作

bassinet /'bæsnɪt/ n. 婴儿摇篮; 摇篮式婴儿床 Since it's decending now, can I take away the bassinet? 现在下降了, 我可以把摇篮收走吗?

released /rɪ'liːst/ v. 发布, 推出, 释放, 放出, 放走, 放开, 松开, 使自由移动(或飞翔、降落等); 分布; 发泄, 宣泄; 公布 release的过去分词和过去式 The bird was released from the cage. 鸟从笼子里放出去了。

rival /'raɪvəl/ n. 竞争对手 vt. 与...竞争 Lucia hired an assassin to eliminate her rival. 露西娅雇用了名刺客去除掉她的情。

occupant /'ɒkjʊp(ə)nt/ n. 占用者, (房屋、建筑等的)使用者, 居住者, (汽车等内的)乘坐者 occupant of the house 房屋的居住者

dispensing /dɪ'spens/ v. 分配, 施与, 提供(尤指服务), 分发, 配(药), 发(药) n. 配药; 调剂 dispense的现在分词 A dispensing optician supplies glasses, but doesn't test your eyes. 配镜师为你提供眼镜, 但不检查眼睛。

2

strapping /'stræpɪŋ/ adj. 魁梧的; 高大健壮的 v. 包扎; 给...打绷带; 用带子系(或捆、扎、扣)好 n. 皮带材料; 橡皮膏; 贴膏法 strap的现在分词 He's a strapping lad —

SNOO的婴儿床，这是Elvie Rise的竞品，它可以在发出白噪音的同时摇晃着让孩子入睡，售价约为1700美元。

【2】Clever cribs are just one example of the growing number of high-end baby goods on which parents are **splurging**. Fashionistas are **strapping offspring** to their **chests** with **carriers** from Artipoppe, a Dutch brand, that cost \$420. Its owner, Bugaboo, makes **snazzy prams** that can be **collapsed** with one hand. Undesirable **infant** smells can now be **masked** by Dior's **alcohol**-free baby **perfume**, which it **launched** in 2023.

高端婴儿用品越来越多，家长们不惜挥霍重金购买，而智能婴儿床只是其中之一。时尚达人们用荷兰品牌Artipoppe的婴儿背带将孩子绑在胸前，这款背带售价420美元。Artipoppe的所属公司Bugaboo还推出了可以单手折叠的时髦婴儿车。此外，迪奥在2023年推出了一款无酒精婴儿香水，可以有效掩盖婴儿身上难闻的气味。

【3】What explains this **expanding array**? One factor is **demography**. In the rich world people are having children later in life, when they have more money to spend. First-time mothers in America are now 27.4 years old on average, up from nearly 25 in 2000. People are also having fewer sprogs, so have more money to spend on each. These days the average American woman is **predicted** to have 1.7 children over the course of her lifetime, down from a **fertility** rate of 2.1 in 2000.

这一日益丰富的产品种类背后的原因是什么？一个因素是人口结构。在富裕国家，人们生育孩子的年龄越来越晚，因此他们有更多的钱来花费在孩子身上。在美国，初次生育的母亲平均

already bigger than his father. 他是一个魁梧的小伙子——已经比他父亲高了。

offspring /'ɒfsprɪŋ/ n. 孩子, 子女, 后代, 崽兽, 幼崽, 幼苗
German nationalism was the **offspring** of military ambition. 德国民族主义是军事野心的产物。

chests /tʃɛsts/ n. 胸部, 胸膛, 有...胸的, 胸部...的, (常为木制)的大箱子 chest的复数

carriers /'kæriəz/ n. (尤指经营空运的)运输公司, 军用运输车, 运输舰, 航空母舰, 带菌者, 病原携带者(自身不受感染而传播疾病的人或动物) carrier的复数

snazzy /'snæzi/ adj. 漂亮而时髦的, 吸引人的 She was wearing a **snazzy** little red number. 她身着一款时髦的红色连衣裙。

prams /pra:m/ n. 婴儿车 pram的复数

collapsed /kə'ləpst/ v. (突然)倒塌, 坍塌, (尤指因病重而)倒下, 昏倒, 晕倒, (尤指工作劳累后)坐下, 躺下
collapse的过去分词和过去式 The bridge is in danger of collapse. 桥要塌了。

masked /mɑ:skt/ adj. 戴着面具(或面罩)的 v. 掩饰, 掩藏 mask的过去分词和过去式 Her eyes were **masked** by huge round sunglasses. 她的双眼被一副圆形大墨镜遮住了。

alcohol /'ælkəhɒl/ n. 含酒精饮料, 酒, 酒精, 乙醇 Whisky contains a large percentage of **alcohol**. 威士忌的酒精含量极高。

perfume /'pɜ:fju:m/ n. 香水, 芳香, 香味, 馨香 vt. 使香气弥漫, 在...上撒香水, 抹香水 This **perfume** won't mask the unpleasant smell. 这种香水遮不住那股难闻的气味。

launched /lɔ:ntʃ/ v. 发射, 开始从事, 发起, 发动(尤指有组织的活动); (首次)上市, 发行; 使(船, 尤指新船)下水 launch的过去分词和过去式 They **launched** a fresh anathema against him. 他们又发起了把他赶出教门的运动。

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expanding /ɪk'spændɪŋ/ v. 扩大, 增加, 增强(尺码、数量或重要性), 扩展, 发展(业务), 细谈, 详述, 详细阐明 expand的现在分词 This golf course **expands** to the riverside. 这个高尔夫球场的地界扩展到河边。

array /ə'rei/ n. 大堆, 大群, 大量, 数组, 阵列 vt. 布置, 排列, 配置(兵力) He was unable to escape the **array** of facts. 他无法躲避一连串的事实。

demography /di'mɒgrəfi/ n. 人口统计, 人口统计学, 人口学 Europe's **demography** is changing. 欧洲的人口组成正在发生变化。

predicted /prɪ'dɪktɪd/ v. 预言, 预告, 预报 predict的过去分词和过去式 She **predicted** (that) the election result would be close. 她预言选举结果将很接近。

fertility /fə'tɪlɪti/ n. 富饶, 丰产, 能生育性, 可繁殖性(这里指生育率), 想象力丰富 A green manure is a crop grown mainly to improve soil **fertility**. 种植绿肥作物主要是为使土壤更加肥沃。

4

年龄现已达到27.4岁，而2000年时这一数字接近25岁。

同时，人们生育的孩子数量也在减少，因此他们有更多的钱来花在每个孩子身上。如今，预计美国女性一生将生育1.7个孩子，低于2000年时的2.1的生育率。

【4】In the growing share of households where mum and dad both work, time is tight and products that make **parenting** even a little bit easier can be a **godsend**. That helps explain the boom in baby tech in **particular**. The **startup** behind the Elvie Rise also offers a range of **wearable** breast **pumps** that are **controlled** by a smartphone. Then there is the Nucu pad, a baby monitor developed with backing from the makers of the Oura ring, a **wearable** device for adults. It allows parents to record their **heartbeat** and play it to their baby in the **crib**, **mimicking** the feeling of being held.

在双职工家庭比例不断上升的背景下，时间变得紧张，因此那些能让育儿工作稍微轻松一点的产品简直是天赐之物。这尤其有助于解释婴儿科技产品的蓬勃发展。推出Elvie Rise的初创公司还提供了一系列可以通过智能手机进行控制的可穿戴乳房泵。另一款产品是Nucu pad，这是一款婴儿监视器，是在成人可穿戴设备Oura ring制造商的支持下开发的。它可以让父母录制自己的心跳声，并播放给婴儿床里的婴儿听，模拟被父母抱着的感觉。

【5】New parents are looking not just for goods, but services, too. On Babylist, a gift **registry** for soon-to-be parents, the “help and favours” category, which includes babysitting and **deliveries** of home-cooked meals, has been one of the **fastest-growing**. Lisa Meakin, a London-based night nurse and sleep **trainer**, who charges between £280 and £350 (\$347-434)

parenting /'peərəntɪŋ/ n. 养育, 抚养, 教养 Attitudes to parenting have really changed in recent years. 近年来, 人们对养育子女的态度确实发生了变化。

godsend /'ɡɒdsend/ n. 天赐之物, 及时雨, 意外的好运 A timely support certainly serves as a **godsend** to countries and people in urgent need. 及时的救助对于有迫切需要的国家和人民是天赐之物。

particular /pə'tɪkjələ/ adj. 专指的, 特指的(与泛指相对), 不寻常的, 格外的, 特别的, 讲究, 挑剔 n. (正式记下的) 细节, 详情, 详细资料, 详细介绍材料 The coconut is **particular** to the tropics. 椰子是热带特有的。

startup /'stɑ:t,ʌp/ n. 初创公司, 启动, 新兴公司(尤指新兴网络公司) Yesterday, Rimula experienced a solid start-up course. 昨天, 劲霸经历了坚实的创业历程。

wearable /'weərəbl/ adj. 可穿戴的, 穿戴舒适的, 适于穿戴的 n. 衣服 Wearable computer has its special working environments, and the special wear form will take direct and indirect effect on the ruggedization problems. 可穿戴计算机拥有特殊的使用环境, 不同的应用所面临的恶劣环境也不尽相同, 可穿戴计算机特殊的穿戴形式会对其抗恶劣环境问题产生直接和间接的影响。

pumps /pʌmp/ n. 抽水机, 泵, 打气筒, 轻软舞鞋, 轻便帆布鞋 v. 用泵(或泵样器官等)输送, 涌出, 涌流, 奔流, 上下(或内外)快速摇动, 急速摇晃 pump 的第三人称单数和复数 The lively debate really pumped us up. 活跃的辩论着实使我们很兴奋

controlled /kən'trəʊld/ adj. (受法律或规则)受限制的, 控制的, 管制的; (受某团体或用某种方式)管理的, 操纵的; 保持冷静的; 精心安排的; 十分小心完成的, 有限的 v. 控制; 限制; 指挥; 限定; 支配; 掌管; 阻止蔓延(或恶化) control 的过去分词和过去式 My correspondence happens to be rigidly controlled. 我的信件恰巧受到严格控制。

heartbeat /'ha:tbi:t/ n. 心跳, 心搏, 心跳声, 重要特征, 中心 The idea is to maintain the regularity of the heartbeat. 问题就是要维持心跳的规律性。

crib /krɪb/ n. (尤美) (有栏杆的) 小儿床 饲料槽 (尤指学校的) 抄袭, 剽窃 vt. & vi. 抄袭, 剽窃 时态: cribbed, cribbing, cribs 名词: cribber is the song a crib from Mozart's 'Don Giovanni'? 这首歌是不是剽窃了莫扎特的《唐乔瓦尼》。

mimicking /'mɪmɪkɪŋ/ v. 模仿(人的言行举止), (尤指) 做滑稽模仿, (外表或行为举止) 像, 似 mimic 的现在分词 She's always mimicking the teachers. 她总喜欢模仿老师的言谈举止。

registry /'redʒɪstri/ n. 登记处, 注册处 The registry holds records of all major operations. 登记处有所有重大手术的记录。

deliveries /dɪ'lɪvərɪz/ n. 传送, 递送, 交付, 分娩, 演讲方式, 表演风格 delivery 的复数 We have developed rapid order processing to expedite deliveries to customers. 我们已创造了快速处理订单的方法以便迅速将货物送达顾客。

fastest /'fɑ:stɪst/ adv. 快, 快速, 迅速, 不久, 立即, 牢固地, 完全地 adj. 快的, 迅速的, 敏捷的, 迅速发生的, 立即发生的, 动作迅速的, 头脑灵活的 fast 的最高级 Ostrich is the fastest animal on two legs. 鸵鸟是双腿跑得最快的动物。

per night, depending on the task, is rarely short of work. Ms Meakin puts that down to the fact that new parents today are less likely to live near family, who might otherwise lend a hand. “People don’t have that support network anymore,” she says.

新手父母们不仅在寻找商品，也在寻找服务。在为准父母提供的礼物登记平台Babylist上，“帮助与服务”类别（包括看护婴儿和送家常菜等服务）是增长最快的类别之一。丽莎·米金

（Lisa Meakin）是一位伦敦的夜间护士和睡眠训练师，根据任务的不同，她每晚收费280至350英镑（347至434美元），而且她的工作几乎总是应接不暇。

米

金认为，这是因为如今的新手父母不太可能住在家人附近，否则家人可能会伸出援手。“如今人们已经没有这样的支持网络了。”她说。

【6】Another factor pushing up demand is the internet. **parenting** has always been anxiety-inducing, but the rise of social media has mums and dads more worried than ever—both about keeping up with their peers and doing well by their **infant**. According to a survey by Mumsnet, an online **forum**, half of parents with children under the age of three follow **parenting** bloggers or social-media influencers. Annabel Karmel, an author of books on **nutrition** for babies and children, argues that the **plethora** of information available online isn’t always helpful. “You have got all these influencers and they all give you different advice,” she says. And thanks to **targeted** digital **advertising**, women are being **pitched** **pricey** baby **gear** almost as soon as they discover they are **pregnant**.

另一个推动需求上升的因素是互联网。养育子女总是让人感到

trainer /ˈtreɪnə/ n. 教练, 驯兽师, 运动鞋, 便鞋, 教员 He is an animal **trainer** for the circus. 他是马戏团的驯兽师。

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forum /ˈfɔːrəm/ n. 论坛, 公共讨论场所, 讨论会, (古罗马) 公共集会场所 Yesterday we visited the **forum** of ancient Romans. 昨天我们参观了古罗马的公共集会广场。

nutrition /njuːˈtriʃ(ə)n/ n. 营养, 滋养, 营养的补给 On the day 1 postoperatively, the patients received either enteral **nutrition** or parenteral **nutrition**. 在术后第1日开始行肠内营养或肠外营养支持。

plethora /ˈpleθ(ə)rə/ n. 过多, 过量, 过剩 Java comes with a **plethora** of ready-made types. Java 配套提供了数量众多的现成类型。

targeted /ˈtɑːɡɪtɪd/ v. 把...作为攻击目标, 把...作为批评的对象, 面向, 把...对准(某群体) target 的过去分词和过去式 The arrow hit bang on the **target**. 箭正中靶心

advertising /ˈædvətaɪzɪŋ/ n. 广告, 广告业, 广告活动 v. (为...)做广告, 登广告, (在报纸、公共场所公告牌、互联网等上)公布, 征聘, 宣传(自己的事) advertise 的现在分词 adj. 广告(业)的 Commercial television is a medium for **advertising**. 商业电视是一种广告媒介。

pitched /ˈpɪtʃt/ adj. 倾斜的 v. 投; 投球; 当投手; 抛; 触地; 用力扔; 将(球)投给击球员; (使球)定点落地 pitch 的过去分词和过去式 They that touch **pitch** will be defiled. 近墨者黑。

pricey /ˈpraɪsɪ/ adj. 昂贵的 Houses are **pricey** in this area of the city. 城里这个地区的住房价格很高。

gear /ɡɪə/ n. 装备, 排挡, 齿轮, 传动装置, 挡, (某种活动的)设备, 用具, 衣服, 所有物, (特定用途的)器械, 装置, (做事的)速度, 努力, 毒品 v. 换挡, (使)搭配, (使)适合, 使兴奋起来, 使准备好 Education should be **geared** to children's needs. 教育应适合学生们的需要。

pregnant /ˈpregnənt/ adj. 怀孕的, 妊娠的, 饱含, 充溢着 His words are **pregnant** with meaning. 他的言辞富有意义。

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splurge /splɜːdʒ/ n. 乱花钱, 糟蹋钱, 挥霍 v. 乱花(钱), 糟蹋(钱), 挥霍 And Mardi Gras, today, is a boisterous, bacchanalian **splurge** of music and mayhem. 但今天的谢肉节却成为欢腾喧闹、狂欢畅饮而又音乐和暴行杂陈的节日。

indicate /ˈɪndɪkeɪt/ v. 表明, 显示, 象征, 暗示, 间接提及, 示意, 指示, 写明, (用灯光或手臂)打行车转向信号, 有必要 Soporose lion is downfallen hero is **indicative**. 酣睡的狮子则是没落英雄的象征。

secondhand /ˈsekəndˈhænd/ adj. 二手的, 二手货的, 旧的, 间接的 Have you any **secondhand** books to dispose of? 你有旧书要处理吗?

softer /ˈsɒftə/ adj. 软的, 柔软的, 硬度较低的, 较软的, 柔滑的, 细滑的, 细腻的 soft 的比较级

garments /ˈɡɑːmənt/ n. (一件)衣服 garment 的第三人称单数和复数 Colorfast **garments** are not supposed to run. 不掉色的衣服应该不渗色的

焦虑，但社交媒体的兴起让父母们比以往任何时候都更加担忧。既担忧自己跟不上同龄人的步伐，又担忧不能把孩子照顾好。在线论坛Mumsnet的一项调查显示，有一半孩子年龄在三岁以下的父母会关注育儿博主或社交媒体上有影响力的人。安娜贝尔·卡梅尔（Annabel Karmel）是婴儿和儿童营养书籍的作者，她认为网上大量的信息并不总是有用的。“你关注这么多有影响力的人，他们都会给你不同的建议。”她说。再加上精准数字广告，女性一发现自己怀孕，几乎就会立刻收到关于昂贵婴儿用品的广告推送。

【7】Of course, not every parent can afford to **splurge**, and some resist the urge to do so. Babylist lets new parents **indicate** that they are “open to **secondhand**” items; used baby clothes are, after all, **softer**. On Mumsnet, one mum-to-be recently shared the list of **gadgets** and **garments** she had bought ahead of the birth and bemoaned the cost. “New parents are a **marketing** department’s dream,” one mother **responded**. Another **piped** up, consolingly: “You won’t use half of it.”

当然，并不是每位父母都能负担得起奢侈消费，也有些父母会抵制这种冲动。Babylist允许新手父母标明他们“愿意接受二手”物品；毕竟，用过的婴儿衣服更柔软。在Mumsnet上，一位准妈妈最近分享了她为宝宝出生前购买的用具和衣物清单，并哀叹花费不菲。“新手父母是市场部门的梦想，”一位母亲回应道。另一位母亲则安慰地说：“其中一半的东西你不用上。”

今日词汇

boom[bu:m]

v. 迅速发展、激增；

发出隆隆声、轰鸣

n. 激增、繁荣；深沉的响声

考研出现次数：8

考频：★

考点回顾

阅读考点真题例句：

[例] **Such a slowdown usually precedes a boom.**

（2004年英语一54题 C选项）

[译] 繁荣之前通常有经济滑坡

翻译考点真题例句：

marketing /ˈmɑːkɪtɪŋ/ n. 促销, 营销, 销售活动 v. 推销, 促销
market的现在分词

responded /rɪˈspondɪd/ v. (口头或书面) 回答, 回应, 作出反应, 响应, 反应灵敏, 作出正确反应
respond的过去分词和过去式

piped /paɪp/ v. 用管道输送, 用线路系统传输(或传送), 用管乐器演奏(尤指迎宾曲) adj. 有管的; 管状的; 用管输送的; (服装) 滚边的
pipe的过去分词和过去式 **He has the occasional cigarette, but mostly he smokes a pipe.** 他偶尔抽香烟, 但通常是抽烟斗。

① 短语:

1. 原文: **AMONG THE whizzy gadgets unveiled in January at the Consumer Electronics Show in Las Vegas was the Elvie Rise, an automated baby bouncer that transforms seamlessly into a bassinet.**

词典: **transforms ... into** 转换成

例句: Number words and their written forms **transform** our quantitative reasoning as they are introduced **into** our cognitive experience by our parents, peers and school teachers.

当我们的父母、同龄人和学校老师把数词及其书面形式引入我们的认知经验时, 它们改变了我们的定量推理方式。

2. 原文: The device, which costs \$800, sold out even before it was formally released.

词典: **sold out** 售罄

例句: The stores are sometimes **sold out** of certain groceries.

这些店铺的某些杂货有时会脱销。

3. 原文: First-time mothers in America are now 27.4 years old on average, up from nearly 25 in 2000.

词典: **on average** 通常情况下的, 平均

例句: If the rivers run faster in the future **on average**, the clock will get ahead of standard time.

如果河流在未来的平均速度加快, 时钟就会比标准时间走得快。

4. 原文: That helps explain the boom in baby tech in particular.

词典: **in particular** 特别地, 尤其

例句: Developed countries, **in particular**, should bear the responsibility for environmental problems.

发达国家尤其应该对环境问题负责任。

5. 原文: The startup behind the Elvie Rise also offers a range of wearable breast pumps that are controlled by a smartphone.

词典: **a range of** 一系列; 一批; 一组

例句: They talked amiably and easily about **a range of** topics.

他们亲切而又轻松地谈着一系列的话题。

[例] He'd been through the dot-com boom and burst and, desperate for a job, signed on with a Boulder agency.
[译] 经历了互联网泡沫膨胀与破灭后，他急需找一份工作，因此，最终与Boulder公司签了约。（2010年英语二46题）

②长难句

1. 原文: **Parents** who missed out can instead opt for a **SNOO**, a rival bassinet that rocks its occupant back to sleep through the night while dispensing white noise—and which costs around \$1,700.

2. 分析: 主句的结构为主 (**Parents**) 谓 (**can instead opt for**) 宾 (**a SNOO**)，引导定语从句，先行词是**Parents**，从句的结构是主 (**Parents**) 谓 (**missed out**)。that 引导定语从句，先行词是 a rival bassinet，从句的结构是主 (a rival bassinet) 谓 (**rocks**) 宾 (**its occupant back**)

3. 译文: 没抢到这款产品的家长们可以选择另一款名为SNOO的婴儿床，这是Elvie Rise的竞品，它可以在发出白噪音的同时摇晃着让孩子入睡，售价约为1700美元。

1. 原文: On Babylist, a gift registry for soon-to-be parents, **the “help and favours” category**, which includes babysitting and deliveries of home-cooked meals, has been **one of the fastest-growing**

2. 分析: 主句的结构为主 (**the “help and favours” category**) 系 (**has been**) 表 (**one of the fastest-growing**)，which 引导非限制性定语从句，定语从句的结构是主 (**the “help and favours” category**) 谓 (**includes**) 宾 (**babysitting and deliveries**)。

3. 译文: 在为准父母提供的礼物登记平台Babylist上，“帮助与恩惠”类别（包括看护婴儿和送家常菜等服务）是增长最快的类别之一。

③写作技巧:

1. The **infant** economy: **Baby** boom

译文: 婴儿经济: 婴儿潮

Why more parents are splurging on fancy products for **newborns**

译文: 为什么越来越多的父母为新生儿购买高档产品

技巧: 此处用了infant, Baby, newborns多个单词表达“婴儿”这一含义，在一篇文章的写作中，当需要表达同一含义时，尽量使用多个不同词汇或短语。

One factor is demography.

译文: 一个因素是人口结构。

Another factor pushing up demand is the internet.

译文: 另一个推动需求上升的因素是互联网。

技巧: One factor is... Another factor is...，一个因素是... 另一个因素是... 这句话表示列举两个因素。同义表达还有: One reason is... Another reason is...; One aspect is... Another aspect is... 写作时可进行同义替换。

6. 原文: Ms Meakin puts that down to the fact that new parents today are less likely to live near family, who might otherwise lend a hand.
词典: **are less likely to** 不太可能
例句: Children who have a positive self-image **are less likely to** present behaviour and discipline problems.

有着正面自我形象的儿童较不可能出现行为和纪律的问题。

7. 原文: Ms Meakin puts that down to the fact that new parents today are less likely to live near family, who might otherwise lend a hand.
词典: **lend a hand** 帮助

例句: They like to **lend a hand** to a friend or to the community.
他们乐意向朋友或者整个社区伸出援手。

8. 原文: According to a survey by Mumsnet, an online forum, half of parents with children under the age of three follow parenting bloggers or social-media influencers.

词典: **According to** 根据，据……所述
例句: Tax is banded **according to** income.
赋税是按收入划分等级的。

9. 原文: And thanks to targeted digital advertising, women are being pitched pricey baby gear almost as soon as they discover they are pregnant.

词典: **thanks to** 由于；因为

例句: **Thanks to** their hard work, the Yangtze River is getting clearer.
由于他们的辛勤工作，长江变得越来越清澈。

10. 原文: Of course, not every parent can afford to splurge, and some resist the urge to do so.

词典: **Of course** 当然

例句: **Of course**, the old school tie has been a help.
校友关系当然是帮了忙的。

11. 原文: Babylist lets new parents indicate that they are “open to secondhand” items; used baby clothes are, after all, softer.

词典: **after all** 毕竟

例句: Nerve cells, **after all**, do not have intelligence of their own.
神经元本身毕竟不具备智能。

④背景知识:

1. **fertility rate**: 生育率。是一个重要的人口学指标，它表示特定人口中女性在生育年龄内的平均生育子女数。能够反映一个国家或地区的人口增长趋势和生育水平。准确计算生育率对于制定人口政策、推动可持续发展以及保障社会福利具有重要意义。例如，如果生育率过低，可能会导致人口老龄化加剧、劳动力短缺等问题；而如果生育率过高，则可能会给社会带来资源分配、环境保护等方面的压力。

⑤段落大意：

【1】高档婴儿产品越来越多。

【2】家长们不惜挥霍重金购买高端婴儿用品。

【3】造成这一现象的一个因素是人口结构。

【4】双职工家庭比例不断上升是婴儿科技产品的蓬勃发展的一个原因。

【5】新手父母们不仅在寻找商品，也在寻找服务。

【6】另一个推动需求上升的因素是互联网。

【7】也有些父母会抵制购买高端婴儿用品的冲动。