

Maine



Meet the seller



Anne Turcotte

Bonsie Babywear
Brunswick, ME



Scan to visit the
seller's storefront

Bonsie Skin to Skin Babywear was born out of a mother’s love for her children. The idea came to Anna Turcotte, a clinical social worker, shortly after the birth of her first child, Crew. She found it difficult to repeatedly dress and undress her newborn for skin-to-skin bonding while keeping him warm in the frigid Maine weather.

As Turcotte said, “We looked around and saw that nobody had a product that was easy for skin-to-skin contact.” After having her second child, Willa, she decided to create a prototype and launch the business, selling footies, baby bag sets, and cuddle sacks designed to make skin-to-skin contact easy for parents.

Bonsie launched with Amazon in 2020 and, soon after, Turcotte said, “we realized we had a brand that might go somewhere.” Since then, the company has tripled its sales with Amazon and is on track to generate \$350,000 in sales in 2024.

Turcotte shared that transitioning to Fulfillment by Amazon (FBA) is an important part of Bonsie’s growth strategy in 2024. As she explained, “We’ve heard from a variety of different other brands that sell in the Amazon store that you’ll see a large increase in sales with moving to Fulfillment by Amazon. And you get that Prime tag on your products that I think a lot of people trust, myself included, because we just shop Prime products.”

In addition to expanding to new customers in Canada through Amazon, Bonsie also partners with organizations like the Barbara Bush Children’s Hospital in Portland, Maine, and Welcome Baby, USA, to donate their products and support new mothers.

As Turcotte said, “New moms don’t just need more time with their babies; they also need equitable access to resources and essential supplies. Protecting the precious, fleeting time that new moms need with their babies is essential to the wellbeing of our communities. If we want to take better care of our world, we must first take better care of mothers.”

Bonsie’s mission to support new parents and their children, combined with the growth opportunities provided by Amazon, have been key to the company’s success in its first few years of operation.

Independent Sellers

1,000

There are more than 1,000 independent sellers in Maine selling in Amazon’s store.

Average Annual Sales

\$165,000

In Maine, average annual sales per independent seller was more than \$165,000.

Items Sold

9 million

Independent sellers in Maine sold more than 9 million items in 2023.

