

Baby Carrier Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The Baby Carrier Market is projected to register a CAGR of 5.08% over the upcoming five years.

The market for baby products is constantly growing as it makes a mother's life easier as a parent. It also ensures that the baby is stimulated correctly and safely while traveling and sleeping. The International Hip Dysplasia Institute has approved various brands as hip-healthy based on multiple parameters, thereby ensuring the child's safety. In the global baby carriers market, players have developed innovative and technologically advanced products to have a superior hold on the market. The technologically advanced baby carriers ensure higher levels of safety. Carriers with functions, such as the fully adjustable and easy-to-use baby carrier to hold infants and young children, crossable shoulder straps for better comfort and personalized fit, machine washable, and carrier with three ergonomic carry positions, such as front-inward, hip, and back carry, are among the innovative products introduced in the market. Moreover, the adjustable designs allow the mothers to do hands-free breastfeeding on the go. Ease of mobility, innovation in functionality and style, and the demand for ergonomically designed carriers are the key reasons for the popularity of baby carriers worldwide. Unlike prams and strollers, baby carriers are preferred, as they increase the physical and psychological connection between the infant and the parent.

The industry's growth has also been supported by an increasing number of certified babywearing consultants (people who are trained to teach others about the safe and comfortable use of baby carriers) and organizations, like Babywearing International, that seek to educate parents and other caregivers about how to use wraps and slings. The report offers market size and values in (USD Million) during the forecasted years for the above segments.

Baby Carrier Market Trends

Increasing Consumer Spending on Baby Care Products

Growing consumer spending and innovation in baby carrier design and materials used in baby carrier products are driving the

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growth of the baby carrier market globally. The increasing popularity of ergonomically designed baby carriers, known for better comfort and safety of babies, and lightweight baby carriers is expected to drive the growth of the baby carrier market. Owing to the development in the baby carrier material, lightweight baby carriers are expected to drive the market's growth over the forecast period. Major players in the baby carrier are taking inspiration from baby strollers in terms of product innovation in the fabric, along with the shape and size of the baby carrier.

As there is an increase in the demand for eco-friendly and organic products, considering the baby's health, players are coming up with baby carriers made with 100% organic cotton. For instance, players like Ergobaby and Babybjorn offer organic baby carriers. Other accessories for this carrier include organic backpacks, organic front pouches, organic teething pads, and weather covers. Style has also become a factor in selecting baby carriers. Parents are also seeking carriers that benefit from all that babywearing offers without losing their sense of style. Players are coming up with the intersection of comfort and fashion and catering to modern parents looking for the best of both. Artipoppe, a design house based in the Netherlands, has developed this innovative idea for baby carriers targeting young mothers. The company offers a range of functional baby carriers that are comfortable and fashionable. Another instance is from Baby Tula, which offers bamboo swaddle blankets, the softest swaddles on the market with the most adorable prints.

North America Holds Significant Market Share in Baby Carrier

Governments of different provinces in the United States have laid down strict rules and regulations for maintaining the quality of baby carriers. These extensive rules in the country are expected to increase the demand and competitiveness in the market, which consists of many organized and unorganized players. Some companies include Onya Baby, Nuna Intl BV Baby Tula LLC, Balboa Baby, and Moby Wrap. Moreover, this product offers magnetic buckles. According to National Center for Health Statistics and National Vital Statistics Center, Natality, the preliminary number of births in the United States in 2021 was 3,659,289, a 1% increase over 2020 and the highest figure since 1990 since there has been an increase in the number of births. Hence, the increase in the infant population is propelling the demand for baby carrier products like buckled baby carriers, baby wrap carriers, baby sling carriers, and other such products across the region.

Additionally, social media platforms, such as Instagram and YouTube, are playing huge roles in the trends related to baby and child-specific products. Thus, these platforms influence the purchasing decisions of many millennial mothers. Therefore, the baby carrier manufacturers in the region are introducing technically enhanced baby carriers. Consumers also demand baby carriers that can be used for activities beyond regular usage. Therefore, Canadian companies offer various innovative products to cater to customers' needs. For example, Maman Kangourou offers water baby carriers. They are 100% polyester water baby carriers, which are perfectly fit for water uses. Such factors have helped North America become a prominent region with the highest market share in the baby carrier market.

Baby Carrier Market Competitor Analysis

The global baby carrier market is fragmented, with several companies offering the products and competing with each other to gain more market share. Companies actively innovate new products and invest within the target segments. Thus, the key players are embarking on mergers and acquisitions, and expansions as their key strategies to achieve consolidation and optimize their offerings. Moreover, these players merge with local players to gain dominance in the local markets. Some of the top players in the market include Goodbaby International Holdings Limited, BabyBjorn Holding AB, Artsana Group, Ergobaby Inc., and Thrive International Inc. (Moby Wrap).

Additional Benefits:

The market estimate (ME) sheet in Excel format

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