

U.S. Baby Stroller Market - Focused Insights 2024-2029

Market Report | 2024-06-05 | 67 pages | Arizton Advisory & Intelligence

AVAILABLE LICENSES:

- Single User License \$1800.00
- Team License \$2900.00
- Enterprisewide \$2900.00

Report description:

The U.S. baby stroller market is expected to grow at a CAGR of 2.54% from 2023-2029.

MARKET DEFINITION

A baby stroller is a small chair with wheels where a small child or baby can be pushed and wheeled around. It is a trusty company for U.S. parents, as it offers comfort and convenience. It provides a safe and secure space for the child to observe or relax during walks, outings, or errands. Baby strollers are a necessity for many parents in the U.S. The U.S. baby stroller market segmentation includes product, seat type, and distribution channel. Further, baby strollers offer various benefits. It allows users to multitask while on the go. It provides a protected environment for children with sun canopies and temperature control features. Many companies offer comfortable seat arrangements with reclining options for resting or napping. In the U.S. market, when choosing baby strollers, parents consider various factors, including lifestyle, child size, budget, safety, and new innovative features.

MARKET DRIVERS

Increased Consumer Spending on Baby Care Products: Consumer spending on baby care products has increased in the U.S. market due to increasing concern regarding the safety of children. U.S. parents are prioritizing the quality of baby care products; thus, they are spending more on high-quality products. With the rise in the disposable income of U.S. people, they are spending more on baby care products. For instance, in Q4 2021, the personal disposable income of the U.S. accounted for \$18,356.1 billion; in Q4 2022, it accounted for \$19,136.0 billion, according to the Bureau of Economic Analysis. The rising consumer spending on baby care products directly impacts sales, market expansion, and premiumization. It creates a dynamic environment for baby stroller manufacturers to invest in innovations and offer high-quality strollers in the U.S. market to keep babies safe. This will drive the demand for baby strollers in the U.S. market during the forecast period.

Evolution in Lifestyle Standards: Evolving lifestyle is a major driver in the U.S. market; it includes urbanization & growing families in cities, increased active families & dual income, focus on convenience & safety, style & personalization, and travel and exploration. In the U.S., more families have working parents, which increases the demand for strollers with top-notch functionalities. Parents focusing on active lifestyles or physical fitness are looking for strollers like jogging strollers that do not

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

disturb their fitness routine. Over 65 million U.S. people are members of health & wellness clubs. The rising compact living spaces in the U.S. drive the demand for lightweight & foldable strollers as they help navigate crowded areas. Hence, the rise in travel activities in the U.S. drives the demand for travel system strollers. Parents are looking for ideal options in baby strollers with their daily routine to increase comfort with style. This drives the market growth in the U.S.

U.S. BABY STROLLER MARKET HIGHLIGHTS

-□ The lightweight stroller segment dominates the market, with the largest share at over 43% in the U.S. baby stroller market in 2023. Lightweight strollers are suitable for older toddlers who can sit easily without any help from parents. The birthrate in the U.S. was around 12 per 1,000 people in 2023, increasing by 0.09% from 2022. Thus, it drives the demand for baby strollers in the U.S. during the forecast period.

-□ The single-seat stroller segment showcases significant growth, with the fastest-growing CAGR during the forecast period. Single strollers are designed for a single child. They dominate the U.S. baby stroller market in terms of seat type. They offer features such as reclining seats, adjustable handlebars, and convertibility. The increasing disposable income, rising birth rates, and the rising preference for convenient baby strollers are the growth factors for the sale of single strollers.

-□ The offline distribution segment holds the largest U.S. baby stroller market share in 2023. Offline stores are the traditional channels, dominating the distribution channel segmentation. They include supermarkets, hypermarkets, department stores, etc. In the U.S., the increase in the number of supermarkets & hypermarkets is a boost to the stroller market. The number of supermarkets and hypermarkets is increasing in the U.S., which will likely boost market growth.

SEGMENTATION & FORECAST

-□ Product

o□ Lightweight

o□ Standard

o□ Jogging

o□ Travel Systems

-□ Seat

o□ Single

o□ Double

-□ Distribution Channel

o□ Offline Stores

o□ Online Stores

VENDOR LANDSCAPE

The U.S. baby stroller market report consists of exclusive data on 35 vendors. The U.S. baby stroller market is highly competitive, with the presence of established players, local vendors, and emerging players. The established players dominate the market with diverse product lines, extensive distribution networks, and brand recognition. They are offering a wide range of products at various prices, including premium and budget-friendly options. In this market, many direct-to-consumer (D2C) brands are gaining traction by offering innovative and high-quality products at competitive prices. They are focusing on offering products through online store distribution channels. They are focusing on social media marketing to target a specific consumer base.

Key Vendors

-□ Artsana S.p.A.

-□ Britax

-□ Bugaboo International B.V.

-□ Bumbleride Inc.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Dorel Industries
- Goodbaby International Holdings Ltd.
- Newell Brands
- Nuna Intl B.V.
- Thule Group
- UPPAbaby

Other Prominent Vendors

- Baby Trend Inc.
- Combi Corporation
- Doona
- Joovy
- Kids II, Inc.
- LarkTale
- Maclaren
- Mima
- Peg Perego
- Stokke
- Baby Generation Inc.
- Delta Children's Products Corp.
- Emmaljunga
- Ergobaby
- Greentom
- Hauck
- iCandy
- Inglesina
- Joolz
- Kolcraft Enterprises Inc.
- Memm LLC
- Orbit Baby
- Silver Cross
- Strolleria
- Veer Gear, LLC

KEY QUESTIONS ANSWERED:

- 1.□How big is the U.S. baby stroller market?
- 2.□What is the growth rate of the U.S. baby stroller market?
- 3.□What are the key drivers of the U.S. baby stroller market?
- 4.□Who are the major players in the U.S. baby stroller market?

Table of Contents:

CHAPTER - 1: US Baby Stroller Market Overview

- Executive Summary
- Key Findings
- Key Developments

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CHAPTER - 2: US Baby Stroller Market Segmentation Data

-□Product Market Insights (2023-2029)

- o□Lightweight

- o□Standard

- o□Jogging

- o□Travel

-□Seat Type Insights (2023-2029)

- o□Single

- o□Double

-□Distribution Channel Market Insights (2023-2029)

- o□Offline Stores

- o□Online Stores

CHAPTER - 3: US Baby Stroller Market Prospects & Opportunities

- US Baby Stroller Market Drivers

- US Baby Stroller Market Trends

- US Baby Stroller Market Constraints

CHAPTER - 4: US Baby Stroller Market Overview

- US Baby Stroller - Competitive Landscape

- US Baby Stroller - Key Players

- US Baby Stroller - Key Company Profiles

CHAPTER - 5: Appendix

- Research Methodology

- Abbreviations

- Arizton

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

U.S. Baby Stroller Market - Focused Insights 2024-2029

Market Report | 2024-06-05 | 67 pages | Arizton Advisory & Intelligence

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$1800.00
	Team License	\$2900.00
	Enterprisewide	\$2900.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com