

# **Baby Carriers Market by Product Type (Wrap, Sling, Backpack Carriers and Buckle Carrier), Price Point (Mass and Premium), and Sales Channel (Hypermarket/Supermarket, Specialty Stores, Online Sales Channels and Others): Global Opportunity Analysis and Industry Forecast, 2021–2027**

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## **Abstracts**

A baby carrier is structured carrier or a piece of cloth attached to parents that supports toddlers or infants. Baby carriers helps parents to carry and hold babies for elongated period of time. Baby carriers are useful while travelling, hiking, walking etc

Baby carriers are highly cost effective as compared to their counterparts. A typical baby carrier cost ranges between \$30 to \$150. However, baby prams and strollers cost on an average between \$200 to \$600. As a result, baby carriers generally cost 4 to 6 times less than prams and strollers. Furthermore, prams and strollers are very heavy, and less convenient as compared to baby carriers. In addition studies found that quarter of the stroller injuries were concussions or other traumatic brain injuries. In addition, difficulty of mobility, maneuverability and manageability of prams and strollers also adds advantages to the baby carriers which are very light weight, convenient, cost effective and easy to use.

Baby carrier market is highly fragmented market with the significant presence of large number of regional players. Baby carriers have gained huge traction over last few years owing to which various low quality baby carriers are flooded in the market. The right type of baby carrier has no side effect neither on parents nor on babies. However, counterfeit and low quality baby carriers which are available in the market when used might increase the risk of back pains among parents. Low quality material and

fabrication might cause misalignment of the babies hips. Hence, availability of low quality product hampers the overall expansion of the market in terms of value sales.

The global baby carriers market is segmented on the basis of product type, price point, sales channel and region. Based on product type, the global market is segmented into wrap, sling, backpack carriers and buckle carrier. On the basis of price point, the global market is bifurcated into mass and premium. By sales channel the market is segmented into hypermarket/supermarket, specialty stores, online sales channels and others. The global market is studied across North America, Europe, Asia Pacific and LAMEA region.

Some of the major players profiled in the report include Babybjorn AB, Boba, Inc., Cleverplus Carriers, Goodbaby International Holdings Ltd, Infantino, LLC., Lillebaby, LLC, The Ergo Baby Carrier, Inc., Twingo, LLC, Solly Baby, Soul Slings

## Baby Carriers Market Segments

### By Product Type

Wrap

Sling

Backpack Carriers

Buckle Carrier

### By Price Point

Mass

Premium

### By Sales Channel

Hypermarket/Supermarket

Specialty Stores

Online Channels

Others

## By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

ASEAN

Australia

Rest of Asia-Pacific

LAMEA

Brazil

United Arab Emirates

Saudi Arabia

South Africa

Rest of LAMEA

## Key Market Players

Babybjorn AB

Boba, Inc.

Clevrplus Carriers

Goodbaby International Holdings Ltd

Infantino, LLC.

Lillebaby, LLC

The Ergo Baby Carrier, Inc.

Twingo, LLC

Solly Baby

## Soul Slings

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