

# **Baby Apparel Market: By Product Type (Outerwear and Innerwear); By Distribution Channel (Online and Offline); and Region – Global Analysis of Market Size, Share & Trends for 2019 – 2020 and Forecasts to 2030**

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## **Abstracts**

### Product Overview

Baby apparel is described as clothing that is intended for children aged 0 to 36 months and measures 86 meters in length. In the past, parents made the bulk of the baby clothes that the babies wore. However, in recent years, manufacturers have decided to manufacture children's products, resulting in a large increase in baby clothing sales. The populace's understanding of proper baby presentation has evolved as a result of shifting lifestyles and a rise in the number of women employed. As a result, the baby clothing market is rapidly expanding. Brand innovation, to create new designs in response to customer demand, has proved to be a key success factor for baby clothing manufacturers.

### Market Highlights

Global Baby Apparel is expected to project a notable CAGR in 2030.

Global Baby Apparel to surpass USD XXXX million by 2030 from USD XXXX million in 2020 at a CAGR of XX.X % in the coming years, i.e., 2021-30. This growth is anticipated due to rising concerns associated with the comfort of the baby and increasing baby fashion trends. The growth of online stores is also propelling the selling of high-end products. The parents are becoming more conscious regarding those apparel products, which offer comfort to the baby, along with improving the adaptability of the latter around their surroundings.

### Global Baby Apparel: Segments

Outerwear segment to grow with the highest CAGR during 2021-30

Global Baby Apparel is segmented by product type into Outerwear and Innerwear. The outerwear segment held the largest market share of XX.X% in the year 2020. The market for fancy apparel has been boosted by new parents' emphasis on trendy apparel and fabric wears. Furthermore, children's fashion shows are becoming more popular around the world as parents become more knowledgeable about the latest fashion trends for their children via the internet. Various exhibits are held around the world to encourage children's fashion and to introduce new children's fashion.

Online segment to grow with the highest CAGR during 2021-30

Global Baby Apparel is segmented by distribution channels online and offline. Over the forecast period, the online distribution channel is projected to expand at the fastest pace. Sales via this channel have been powered by the increasing popularity of e-commerce platforms among manufacturers and high internet penetration.

## Market Dynamics

### Drivers

Increasing consumer demand and media advertising of baby apparels

Surging demand for Baby Apparel among the population is the key factor contributing to the market growth. The global baby clothing market is primarily driven by a rise in consumer demand for branded clothing. On a larger scale, increased wages and changing habits of parents are seen to favor baby clothing manufacturers. Parents, too, want their children to pursue the latest fashion trends, which have fueled the global baby clothing market over the years. In recent years, brand choice in baby clothing has become a big industry trend. Some of the main drivers of the global baby clothing industry include media and advertising of designer baby clothing, as well as visual merchandising at various supermarkets.

Heavy discounts and increasing number of baby fashion shows

Furthermore, the increase in demand for designer baby clothing, as well as discounts offered by various baby clothing manufacturers on trendy wear, are creating opportunities for the global baby clothing industry. Owing to an increase in the number of baby fashion shows held on particular occasions, parents are becoming more interested in designer baby clothes.

### Restraint

Changing fashion trends as well as consumer tastes

Changing fashion trends, as well as a constant change in customer tastes and expectations, have resulted in increasing prices for baby clothing raw materials over time. As a result, rising production costs for baby clothing are having a negative effect

on the global baby clothing industry.

Global Baby Apparel: Key Players  
Nike, Inc.

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Hennes & Mauritz AB

Hanesbrands, Inc.  
Ralph Lauren Corporation  
Carter's, Inc.  
The Children's Place, Inc.  
Industria de Diseno Textil, S.A. (Inditex S.A.)  
Truworths Ltd.  
Cotton On Group Services Pty. Ltd.  
Burberry Group PLC  
Other Prominent Players

Global Baby Apparel: Regions

Global Baby Apparel is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East and Africa. Global Baby Apparel in Asia Pacific held the largest market share of XX.X% in the year 2020 in terms of revenue. India and China accounted for the bulk of the share because their birth rates are higher than the rest of the world as a result of improved childcare facilities in rural and urban areas. This pattern is expected to have a major effect on the scope of baby apparel products. In the coming years, the Middle East and Africa are expected to expand significantly. Over the next few years, urbanization and changes in economic indicators such as rising disposable income and rising birth rates in African countries such as Nigeria, Ethiopia, and Kenya are expected to open new avenues for baby apparel.

Global Baby Apparel is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United

Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Global Baby Apparel report also contains analysis on:

Baby Apparel Segments:

By Product Type

Outerwear

innerwear

By Distribution Channel

Online

Offline

Baby Apparel Dynamics

Baby Apparel Size

Supply & Demand

Current Trends/Issues/Challenges

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## **11. OTHER PROMINENT PLAYERS**

Consultant Recommendation

\*\*The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.



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