

Global Baby Carriers Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Baby Carriers market size was valued at US\$ 947 million in 2024 and is forecast to a readjusted size of USD 1317 million by 2031 with a CAGR of 4.9% during review period.

Baby Carriers are a support device worn by an adult to hold an infant close to the body. It is usually made up of straps, cloth, or a combination of both, and is designed to evenly distribute the baby's weight and provide comfort for both the wearer and the baby.

Currently, the world's major manufacturers include BabyBjorn, Chicco, Pigeon, Ergobaby and Combi, and the top five manufacturers account for more than 30% of the market share.

From the perspective of product type and technology, soft structured carriers are the mainstream of the current market, with a market size of 490 million US dollars, accounting for about 53% of the entire category. At the same time, more and more companies are beginning to launch comprehensive products with three-in-one and four-in-one functions. Comprehensive product types will be the development trend in the future.

From the perspective of product market application, independent retailers are currently the main sales channel, with a market size of 332 million US dollars, accounting for about 36% of the entire channel. Since the target users of maternal and child products are babies, they need more comfortable and fit products. Offline sales channels provide the convenience of trial use, so the author believes that the status of offline sales channels will still be very important in the future.

Market development status:

Intensified market competition: As the baby carrier market continues to expand, more and more companies are entering this field, leading to increasingly fierce market competition. Brands not only have to compete for consumers' attention, but also have to continuously innovate and improve product quality to maintain competitiveness.

Marketing and advertising have become important means of brand competition: through effective marketing strategies and advertising, brands can increase their visibility, build consumer trust, and thus attract more consumers.

Price competition and differentiated competition coexist: Some brands may compete for market share through price wars, but more brands differentiate themselves by providing higher product added value and services, rather than just through price wars.

This report is a detailed and comprehensive analysis for global Baby Carriers market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sales Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Baby Carriers market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Baby Carriers market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Baby Carriers market size and forecasts, by Type and by Sales Channel, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Baby Carriers market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/Unit), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Baby Carriers

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Baby Carriers market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include BabyBjorn, Chicco, Pigeon, Ergobaby, Combi, Goodbaby, Stokke AS, Newell Brands (Aprica, Graco), Carnival Baby Products, Blue Box (Infantino), etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Baby Carriers market is split by Type and by Sales Channel. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Soft-structured Carriers

Wraps and Slings Carriers

Mei-Tai Carriers

Backpack Carriers

Hip Seat Carriers

Market segment by Sales Channel

Supermarkets and Hypermarkets

Independent Retailers

Online Sales

Others

Major players covered

BabyBjorn

Chicco

Pigeon

Ergobaby

Combi

Goodbaby

Stokke AS

Newell Brands (Aprica, Graco)

Carnival Baby Products

Blue Box (Infantino)

Babycare

Lillebaby

Nuna

Boppy

Pognae

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Baby Carriers product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Baby Carriers, with price, sales quantity, revenue, and global market share of Baby Carriers from 2020 to 2025.

Chapter 3, the Baby Carriers competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Baby Carriers breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Sales Channel, with sales market share and growth rate by Type, by Sales Channel, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020

to 2025.and Baby Carriers market forecast, by regions, by Type, and by Sales Channel, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Baby Carriers.

Chapter 14 and 15, to describe Baby Carriers sales channel, distributors, customers, research findings and conclusion.

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