

Global Baby Play Mat Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Baby Play Mat market size was valued at USD 977.2 million in 2023 and is forecast to a readjusted size of USD 2091.6 million by 2030 with a CAGR of 11.5% during review period.

Baby play mats provides with open space for baby to crawl and play that increases muscle strength. Baby play mats have a cushion and shaping capability providing comfort along with heat insulation and sound absorption. These mats are portable, easy to clean and carry that creates its demand in the market. Baby play mats market offers mats of different colours and figures of high contrast to attract babies.

According to World Bank statistics, the global birth rate in 2021 was about 1.7%. Although the population growth rate had slowed down, with the development of the world economy and the increase of per capita disposable income of residents, the spending power is growing. Therefore, there is still a large room for development in the baby products industry. Improving product quality and tapping the value of a single customer will become the drivers for the growth of the infant and child industry. Refinement and diversification are the core characteristics of the consumer demand. China has a large population base, and even if the population growth rate slows down, there will still be a demographic dividend. The State Council in 2022 proposes to 'Guide market players to produce safer and healthier domestic infant products'. According to the National Bureau of Statistics, China's birth rate in 2022 was 6.77%, and the birth population was 9.56 million. According to the results of the seventh national census in 2021, the number of infants and young children aged 0-6 in China reached 140 million, of which the number of infants and young children aged 3-6 exceeded 70 million. The huge population size has brewed a market demand with huge potential, and the children's consumption market has risen rapidly. Chinese families spend a lot on

childcare, with the average cost of childcare ranking second in the world. The survey data released by China Research Center for Children's Industry shows that in 80% of families in China, children's expenditures account for 30% to 50% of household expenditures, and the average annual consumption of children in families is ?17,000 to 25,500. According to data from the Yuwa Population Research, the national average cost of raising a child (the cost of raising a child to the age of 18) is ?485,218. From the perspective of specific stages, the largest proportion is the cost of raising children aged 6-14, accounting for about 45%. The cost during pregnancy, the cost of childbirth and confinement, and the cost of raising babies aged 0-2 accounted for 2.06%, 2.09% and 13.33% separately.

The Global Info Research report includes an overview of the development of the Baby Play Mat industry chain, the market status of Family Use (PVC Material, EPE Material), Commercial Use (PVC Material, EPE Material), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Baby Play Mat.

Regionally, the report analyzes the Baby Play Mat markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Baby Play Mat market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Baby Play Mat market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Baby Play Mat industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., PVC Material, EPE Material).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges

influencing the Baby Play Mat market.

Regional Analysis: The report involves examining the Baby Play Mat market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Baby Play Mat market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Baby Play Mat:

Company Analysis: Report covers individual Baby Play Mat manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Baby Play Mat. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Family Use, Commercial Use).

Technology Analysis: Report covers specific technologies relevant to Baby Play Mat. It assesses the current state, advancements, and potential future developments in Baby Play Mat areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Baby Play Mat market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Baby Play Mat market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

PVC Material

EPE Material

XPE Material

Market segment by Application

Family Use

Commercial Use

Major players covered

Mambobaby

Fisher Price

Parklon

Disney

Dwinguler

Meitoku

Pelican Manufacturing

Softtiles

Dfang

Suzhou Swan Lake Felt

Zibizi

BABYFIELD

Fisher-Price

Bright Starts

Tiny Love

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 Play Mat product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Baby Play Mat, with price, sales, revenue and global market share of Baby Play Mat from 2019 to 2024.

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

Chapter 4, the Baby Play Mat breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Baby Play Mat market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Play Mat.

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

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