

# Global Baby Stroller and Pram Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G236A3F3973EN.html>

Date: January 2024

Pages: 138

Price: US\$ 3,480.00 (Single User License)

ID: G236A3F3973EN

## Abstracts

According to our (Global Info Research) latest study, the global Baby Stroller and Pram market size was valued at USD 2423.2 million in 2023 and is forecast to a readjusted size of USD 2767.1 million by 2030 with a CAGR of 1.9% during review period.

A stroller is designed for infants who have begun to sit. A stroller should have safety equipment like harness and safety belts to ensure that the baby is safe sitting inside one. Besides, a stroller also comes with a hood or a canopy to protect the baby.

Strollers today come in many varieties with many different features, giving lots of options to choose. And consumers may prefer the strollers with advantages like lighter, compact, easy to store and avoid waking baby.

A stroller generally has three or four wheels for move easy. Some can folds into a significantly smaller size, which can make storage in a back of a small car trunk practical and makes storage at home simpler too.

Global Baby Stroller and Pram key players include Good Baby, Combi, Seebaby, Artsana, Newell Rubbermaid, etc. Global top five manufacturers hold a share about 40%.

China is the largest market, with a share about 60%, followed by Europe, and Asia (Ex China), both have a share over 25 percent.

In terms of product, Single-Child Stroller is the largest segment, with a share nearly 65%. And in terms of application, the largest application is 1 to 2.5 years old, followed

by Under 1 years old, Above 2.5 years old.

The Global Info Research report includes an overview of the development of the Baby Stroller and Pram industry chain, the market status of Under 1 years old (Single-Child Stroller, Multi-Child Stroller), 1 to 2.5 years old (Single-Child Stroller, Multi-Child Stroller), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Baby Stroller and Pram.

Regionally, the report analyzes the Baby Stroller and Pram 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 Stroller and Pram market, with robust domestic demand, supportive policies, and a strong manufacturing base.

**Key Features:**

The report presents comprehensive understanding of the Baby Stroller and Pram 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 Stroller and Pram 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., Single-Child Stroller, Multi-Child Stroller).

**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 Stroller and Pram market.

**Regional Analysis:** The report involves examining the Baby Stroller and Pram 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 Stroller and Pram 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 Stroller and Pram:

**Company Analysis:** Report covers individual Baby Stroller and Pram 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 Stroller and Pram. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Under 1 years old, 1 to 2.5 years old).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Baby Stroller and Pram 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 Stroller and Pram 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

Single-Child Stroller

Multi-Child Stroller

Pram

### Market segment by Application

Under 1 years old

1 to 2.5 years old

Above 2.5 years old

### Major players covered

Good Baby

Combi

Seebaby

Artsana

Newell Rubbermaid

Shenma Group

BBH

Mybaby

Aing

Emmaljunga

UPPAbaby

Stokke

Roadmate

Hauck

Dorel

ABC Design

Peg Perego

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 Stroller and Pram product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Baby Stroller and Pram 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 Stroller and Pram 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 Stroller and Pram.

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

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