

Global Baby Stroller and Pram Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G48552EFCC3CEN.html>

Date: February 2026

Pages: 188

Price: US\$ 4,480.00 (Single User License)

ID: G48552EFCC3CEN

Abstracts

The global Baby Stroller and Pram market size is expected to reach \$ 4402 million by 2032, rising at a market growth of 5.0% CAGR during the forecast period (2026-2032).

In 2025, global production of baby stroller and prams reached 18.12 million units, with an average selling price of US\$169 per unit. Baby stroller and prams generally refer to wheeled transportation systems for infants and toddlers aged 0–3 years. One type primarily uses sitting/reclining seats, emphasizing lightweight design, folding, and suitability for urban commuting; the other type primarily uses reclining bassinets/carriage-style carriers, emphasizing reclining support and shock absorption comfort during the newborn period, often combined with a safety car seat to achieve quick switching between vehicle and push modes. The upstream supply chain includes aluminum tubing/steel, engineering plastics and modified materials, textile fabrics and coatings, foam and leather, wheels and brake/locking components, five-point seat belts and buckles, etc.; the midstream manufacturing process involves tubing forming and welding/riveting, injection molding and surface treatment, wheel and steering mechanism assembly, vehicle assembly, and safety testing such as durability/drop/pinch injuries; the downstream includes offline maternal and infant products and specialty retail, while online e-commerce continues to penetrate the market. Gross profit margins range from 25% to 45%.

In recent years, the 'short-term elasticity' of prices due to regional/cost shocks has been quite prominent: reports indicate that the price of baby products in the US market has faced an upward pressure of about 30% due to tariffs. At the same time, the industry's high dependence on Chinese manufacturing makes the cycle and cost of transferring production capacity and re-establishing a compliant supply chain very high, thus strengthening the transmission of 'cost increase > terminal price increase/promotion

contraction'. In terms of future product and technology trends, it can be summarized as: (a) lightweight and extreme folding (one-click folding for boarding/small urban apartments, one-handed folding, modular quick disassembly); (b) platformization and modularization (multi-purpose vehicle: bassinet/seat/infant carrier/second child). (c) Safety compliance and 'provable durability' (structural redundancy, pinch protection, locking reliability and material compliance around ASTM/EN testing projects); (d) Materials and sustainability (recycled fabrics, low VOC and recyclable materials, repairability and spare parts system to support the second-hand market); (e) Smart and service-oriented (including exploration of smart functions such as GPS/Bluetooth, and expansion of rental/subscription models). Regionally, North America is stronger in high-end and high-end products, Europe prefers high standards and design/environmental protection, and the Asia-Pacific region is growing faster due to birth structure and urbanization, e-commerce penetration and the upgrading of domestic brands, with China occupying a key position in the Asia-Pacific region.

This report studies the global Baby Stroller and Pram production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Baby Stroller and Pram and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Baby Stroller and Pram that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Baby Stroller and Pram total production and demand, 2021-2032, (K Units)

Global Baby Stroller and Pram total production value, 2021-2032, (USD Million)

Global Baby Stroller and Pram production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Baby Stroller and Pram consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Baby Stroller and Pram domestic production, consumption, key domestic manufacturers and share

Global Baby Stroller and Pram production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Baby Stroller and Pram production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Baby Stroller and Pram production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Baby Stroller and Pram market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Goodbaby International, Combi, Artsana Group, Newell, Ningbo Shenma Group, Zhongshan Baobaohao Children Products, Mybaby, Emmaljunga, UPPAbaby, Stokke, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Baby Stroller and Pram market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Baby Stroller and Pram Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Baby Stroller and Pram Market, Segmentation by Type:

Standard Model

Lightweight Umbrella Stroller

Travel/Airplane Cart Model

Jogging/Off-Road Model

Reversible/Expandable Cabin Model

With Basket/Pure Basket Model

Global Baby Stroller and Pram Market, Segmentation by Number of Wheels::

Four-Wheel Vehicle

Three-Wheel Vehicle

Global Baby Stroller and Pram Market, Segmentation by Usage Scenario:

Short-Distance Urban Commuting

Mother and Baby Travel

Long-Distance Travel

Outdoor Sports

Global Baby Stroller and Pram Market, Segmentation by Application:

Offline Sales

Online Sales

Companies Profiled:

Goodbaby International

Combi

Artsana Group

Newell

Ningbo Shenma Group

Zhongshan Baobaohao Children Products

Mybaby

Emmaljunga

UPPAbaby

Stokke

Guangdong Roadmate Group

Hauck

Dorel Industries

ABC Design

Peg Perego

Britax Romer

Bugaboo International B.V.

Thule Group

Silver Cross

Inglesina

Pigeon

Doona

Baby Tren

Kolcraft Enterprises

Bumblerride

Mamas & Papas

Phil&teds

Maclaren

Nuna

Key Questions Answered:

1. How big is the global Baby Stroller and Pram market?
2. What is the demand of the global Baby Stroller and Pram market?
3. What is the year over year growth of the global Baby Stroller and Pram market?
4. What is the production and production value of the global Baby Stroller and Pram market?
5. Who are the key producers in the global Baby Stroller and Pram market?
6. What are the growth factors driving the market demand?

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