

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

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Abstracts

The global Middle-end Pram and Baby Stroller market size is expected to reach \$ 1261 million by 2032, rising at a market growth of 3.9% CAGR during the forecast period (2026-2032).

In 2025, global production of mid-range strollers and baby strollers reached 2.92 million units, with an average selling price of US\$321 per unit. Mid-range strollers and baby carriages typically refer to products that, while meeting mandatory safety regulations and testing standards (e.g., the US 16 CFR 1227 uses ASTM International F833-21 as the basis for stroller/carriage safety standards; the European system EN 1888 series specifies the safety requirements and testing methods for pushchairs and prams), fall between 'entry-level (price/materials/functionality trade-offs)' and 'high-end/luxury (materials, system integration, brand premium, and experience stacking),' emphasizing 'better structural strength and durability, comfort and maneuverability, modular expansion (bassies/infant carriers/car seats), smoother folding and ergonomic details, and more stable after-sales service and resale value' in the mainstream price range. 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 20% to 45%.

In terms of technology and product trends, innovation in the mid-range segment leans more towards 'scalable experience upgrades': lightweight and compact folding

technologies continue to penetrate the market (lightweight/compact and travel systems are considered important growth directions in research), better shock absorption and maneuverability, one-handed operation and modular expansion (bassies/infant carriers/seat reversible), stricter requirements for pinch/folding locks and chemical/material safety, and 'parameter transparency + easy cleaning and maintenance' to enhance e-commerce reputation. From a market structure perspective, mainstream research repeatedly points to the importance and rapid growth of lightweight/compact and travel system categories, making the mid-range price segment the core battleground for 'the fastest functional upgrades, the most frequent SKU iterations, and the most constrained by cost and supply chain fluctuations.' Regionally, mature markets (North America/Western Europe) place greater emphasis on compliance endorsements, durability, and resale value, resulting in stronger promotional cycles and channel bargaining power. Emerging markets (especially Asia Pacific) rely more on online channel penetration, urbanization, and the expansion of the middle class, leading to an 'upgrade from entry-level to mid-range.' Therefore, the mid-range segment often represents one of the most concentrated price ranges for growth, but its pricing structure is also more susceptible to supply chain and macroeconomic cost fluctuations.

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

This report is a detailed and comprehensive analysis of the world market for Middle-end Pram and Baby Stroller 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 Middle-end Pram and Baby Stroller that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Middle-end Pram and Baby Stroller 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 Middle-end Pram and Baby Stroller 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 Middle-end Pram and Baby Stroller Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

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

Four-Wheel Vehicle

Three-Wheel Vehicle

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

Short-Distance Urban Commuting

Mother and Baby Travel

Long-Distance Travel

Outdoor Sports

Global Middle-end Pram and Baby Stroller 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

Bumblride

Mamas & Papas

Phil&teds

Maclaren

Nuna

Key Questions Answered:

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

6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Iris Recognition System Introduction
- 1.2 World Iris Recognition System Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Iris Recognition System Total Market by Region (by Headquarter Location)
 - 1.3.1 World Iris Recognition System Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Iris Recognition System Revenue (2021-2032)
 - 1.3.3 China Based Company Iris Recognition System Revenue (2021-2032)
 - 1.3.4 Europe Based Company Iris Recognition System Revenue (2021-2032)
 - 1.3.5 Japan Based Company Iris Recognition System Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Iris Recognition System Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Iris Recognition System Revenue (2021-2032)
 - 1.3.8 India Based Company Iris Recognition System Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Iris Recognition System Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Iris Recognition System Consumption Value (2021-2032)
- 2.2 World Iris Recognition System Consumption Value by Region
 - 2.2.1 World Iris Recognition System Consumption Value by Region (2021-2026)
 - 2.2.2 World Iris Recognition System Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Iris Recognition System Consumption Value (2021-2032)
- 2.4 China Iris Recognition System Consumption Value (2021-2032)
- 2.5 Europe Iris Recognition System Consumption Value (2021-2032)
- 2.6 Japan Iris Recognition System Consumption Value (2021-2032)
- 2.7 South Korea Iris Recognition System Consumption Value (2021-2032)
- 2.8 ASEAN Iris Recognition System Consumption Value (2021-2032)
- 2.9 India Iris Recognition System Consumption Value (2021-2032)

3 WORLD IRIS RECOGNITION SYSTEM COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Iris Recognition System Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Iris Recognition System Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Iris Recognition System in 2025

3.2.3 Global Concentration Ratios (CR8) for Iris Recognition System in 2025

3.3 Iris Recognition System Company Evaluation Quadrant

3.4 Iris Recognition System Market: Overall Company Footprint Analysis

3.4.1 Iris Recognition System Market: Region Footprint

3.4.2 Iris Recognition System Market: Company Product Type Footprint

3.4.3 Iris Recognition System Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: Iris Recognition System Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Iris Recognition System Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Iris Recognition System Revenue Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Iris Recognition System Consumption Value Comparison

4.2.1 United States VS China: Iris Recognition System Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Iris Recognition System Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Iris Recognition System Companies and Market Share, 2021-2026

4.3.1 United States Based Iris Recognition System Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Iris Recognition System Revenue, (2021-2026)

4.4 China Based Companies Iris Recognition System Revenue and Market Share, 2021-2026

4.4.1 China Based Iris Recognition System Companies, Company Headquarters (Province, Country)

- 4.4.2 China Based Companies Iris Recognition System Revenue, (2021-2026)
- 4.5 Rest of World Based Iris Recognition System Companies and Market Share, 2021-2026
 - 4.5.1 Rest of World Based Iris Recognition System Companies, Headquarters (Province, Country)
 - 4.5.2 Rest of World Based Companies Iris Recognition System Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

- 5.1 World Iris Recognition System Market Size Overview by Type: 2021 VS 2025 VS 2032
- 5.2 Segment Introduction by Type
 - 5.2.1 Hardware
 - 5.2.2 Software
- 5.3 Market Segment by Type
 - 5.3.1 World Iris Recognition System Market Size by Type (2021-2026)
 - 5.3.2 World Iris Recognition System Market Size by Type (2027-2032)
 - 5.3.3 World Iris Recognition System Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY ALGORITHM TYPE

- 6.1 World Iris Recognition System Market Size Overview by Algorithm Type: 2021 VS 2025 VS 2032
- 6.2 Segment Introduction by Algorithm Type
 - 6.2.1 Daugman Algorithm
 - 6.2.2 non-Daugman Algorithm
- 6.3 Market Segment by Algorithm Type
 - 6.3.1 World Iris Recognition System Market Size by Algorithm Type (2021-2026)
 - 6.3.2 World Iris Recognition System Market Size by Algorithm Type (2027-2032)
 - 6.3.3 World Iris Recognition System Market Size Market Share by Algorithm Type (2027-2032)

7 MARKET ANALYSIS BY DEVICE TYPE

- 7.1 World Iris Recognition System Market Size Overview by Device Type: 2021 VS 2025 VS 2032
- 7.2 Segment Introduction by Device Type
 - 7.2.1 Monocular Scan
 - 7.2.2 Binocular Scan

7.3 Market Segment by Device Type

7.3.1 World Iris Recognition System Market Size by Device Type (2021-2026)

7.3.2 World Iris Recognition System Market Size by Device Type (2027-2032)

7.3.3 World Iris Recognition System Market Size Market Share by Device Type (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Iris Recognition System Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Airports & Border Control

8.2.2 Banking & Financial Institutions

8.2.3 ?Healthcare & Medical Facilities

8.2.4 ?Law Enforcement & Crime Prevention

8.2.5 Others

8.3 Market Segment by Application

8.3.1 World Iris Recognition System Market Size by Application (2021-2026)

8.3.2 World Iris Recognition System Market Size by Application (2027-2032)

8.3.3 World Iris Recognition System Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 Thales

9.1.1 Thales Details

9.1.2 Thales Major Business

9.1.3 Thales Iris Recognition System Product and Services

9.1.4 Thales Iris Recognition System Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Thales Recent Developments/Updates

9.1.6 Thales Competitive Strengths & Weaknesses

9.2 NEC

9.2.1 NEC Details

9.2.2 NEC Major Business

9.2.3 NEC Iris Recognition System Product and Services

9.2.4 NEC Iris Recognition System Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 NEC Recent Developments/Updates

9.2.6 NEC Competitive Strengths & Weaknesses

9.3 IDEMIA

9.3.1 IDEMIA Details

9.3.2 IDEMIA Major Business

9.3.3 IDEMIA Iris Recognition System Product and Services

9.3.4 IDEMIA Iris Recognition System Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 IDEMIA Recent Developments/Updates

9.3.6 IDEMIA Competitive Strengths & Weaknesses

9.4 HID (ASSA ABLOY)

9.4.1 HID (ASSA ABLOY) Details

9.4.2 HID (ASSA ABLOY) Major Business

9.4.3 HID (ASSA ABLOY) Iris Recognition System Product and Services

9.4.4 HID (ASSA ABLOY) Iris Recognition System Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 HID (ASSA ABLOY) Recent Developments/Updates

9.4.6 HID (ASSA ABLOY) Competitive Strengths & Weaknesses

9.5 IriTech

9.5.1 IriTech Details

9.5.2 IriTech Major Business

9.5.3 IriTech Iris Recognition System Product and Services

9.5.4 IriTech Iris Recognition System Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 IriTech Recent Developments/Updates

9.5.6 IriTech Competitive Strengths & Weaknesses

9.6 Iris ID

9.6.1 Iris ID Details

9.6.2 Iris ID Major Business

9.6.3 Iris ID Iris Recognition System Product and Services

9.6.4 Iris ID Iris Recognition System Revenue, Gross Margin and Market Share (2021-2026)

9.6.5 Iris ID Recent Developments/Updates

9.6.6 Iris ID Competitive Strengths & Weaknesses

9.7 IrisGuard

9.7.1 IrisGuard Details

9.7.2 IrisGuard Major Business

9.7.3 IrisGuard Iris Recognition System Product and Services

9.7.4 IrisGuard Iris Recognition System Revenue, Gross Margin and Market Share (2021-2026)

- 9.7.5 IrisGuard Recent Developments/Updates
- 9.7.6 IrisGuard Competitive Strengths & Weaknesses
- 9.8 Princeton Identity
 - 9.8.1 Princeton Identity Details
 - 9.8.2 Princeton Identity Major Business
 - 9.8.3 Princeton Identity Iris Recognition System Product and Services
 - 9.8.4 Princeton Identity Iris Recognition System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Princeton Identity Recent Developments/Updates
 - 9.8.6 Princeton Identity Competitive Strengths & Weaknesses
- 9.9 CMITech
 - 9.9.1 CMITech Details
 - 9.9.2 CMITech Major Business
 - 9.9.3 CMITech Iris Recognition System Product and Services
 - 9.9.4 CMITech Iris Recognition System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.9.5 CMITech Recent Developments/Updates
 - 9.9.6 CMITech Competitive Strengths & Weaknesses
- 9.10 Innovatrics
 - 9.10.1 Innovatrics Details
 - 9.10.2 Innovatrics Major Business
 - 9.10.3 Innovatrics Iris Recognition System Product and Services
 - 9.10.4 Innovatrics Iris Recognition System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Innovatrics Recent Developments/Updates
 - 9.10.6 Innovatrics Competitive Strengths & Weaknesses
- 9.11 Aware
 - 9.11.1 Aware Details
 - 9.11.2 Aware Major Business
 - 9.11.3 Aware Iris Recognition System Product and Services
 - 9.11.4 Aware Iris Recognition System Revenue, Gross Margin and Market Share (2021-2026)
 - 9.11.5 Aware Recent Developments/Updates
 - 9.11.6 Aware Competitive Strengths & Weaknesses
- 9.12 Neurotechnology
 - 9.12.1 Neurotechnology Details
 - 9.12.2 Neurotechnology Major Business
 - 9.12.3 Neurotechnology Iris Recognition System Product and Services
 - 9.12.4 Neurotechnology Iris Recognition System Revenue, Gross Margin and Market

Share (2021-2026)

9.12.5 Neurotechnology Recent Developments/Updates

9.12.6 Neurotechnology Competitive Strengths & Weaknesses

9.13 ROC.ai

9.13.1 ROC.ai Details

9.13.2 ROC.ai Major Business

9.13.3 ROC.ai Iris Recognition System Product and Services

9.13.4 ROC.ai Iris Recognition System Revenue, Gross Margin and Market Share

(2021-2026)

9.13.5 ROC.ai Recent Developments/Updates

9.13.6 ROC.ai Competitive Strengths & Weaknesses

9.14 Swallow Incubate

9.14.1 Swallow Incubate Details

9.14.2 Swallow Incubate Major Business

9.14.3 Swallow Incubate Iris Recognition System Product and Services

9.14.4 Swallow Incubate Iris Recognition System Revenue, Gross Margin and Market

Share (2021-2026)

9.14.5 Swallow Incubate Recent Developments/Updates

9.14.6 Swallow Incubate Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Iris Recognition System Industry Chain

10.2 Iris Recognition System Upstream Analysis

10.3 Iris Recognition System Midstream Analysis

10.4 Iris Recognition System Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Middle-end Pram and Baby Stroller Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Middle-end Pram and Baby Stroller Production Value by Region (2021-2026) & (USD Million)

Table 3. World Middle-end Pram and Baby Stroller Production Value by Region (2027-2032) & (USD Million)

Table 4. World Middle-end Pram and Baby Stroller Production Value Market Share by Region (2021-2026)

Table 5. World Middle-end Pram and Baby Stroller Production Value Market Share by Region (2027-2032)

Table 6. World Middle-end Pram and Baby Stroller Production by Region (2021-2026) & (K Units)

Table 7. World Middle-end Pram and Baby Stroller Production by Region (2027-2032) & (K Units)

Table 8. World Middle-end Pram and Baby Stroller Production Market Share by Region (2021-2026)

Table 9. World Middle-end Pram and Baby Stroller Production Market Share by Region (2027-2032)

Table 10. World Middle-end Pram and Baby Stroller Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Middle-end Pram and Baby Stroller Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Middle-end Pram and Baby Stroller Major Market Trends

Table 13. World Middle-end Pram and Baby Stroller Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Middle-end Pram and Baby Stroller Consumption by Region (2021-2026) & (K Units)

Table 15. World Middle-end Pram and Baby Stroller Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Middle-end Pram and Baby Stroller Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Middle-end Pram and Baby Stroller Producers in 2025

Table 18. World Middle-end Pram and Baby Stroller Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Middle-end Pram and Baby Stroller Producers in 2025

Table 20. World Middle-end Pram and Baby Stroller Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Middle-end Pram and Baby Stroller Company Evaluation Quadrant

Table 22. World Middle-end Pram and Baby Stroller Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Middle-end Pram and Baby Stroller Production Site of Key Manufacturer

Table 24. Middle-end Pram and Baby Stroller Market: Company Product Type Footprint

Table 25. Middle-end Pram and Baby Stroller Market: Company Product Application Footprint

Table 26. Middle-end Pram and Baby Stroller Competitive Factors

Table 27. Middle-end Pram and Baby Stroller New Entrant and Capacity Expansion Plans

Table 28. Middle-end Pram and Baby Stroller Mergers & Acquisitions Activity

Table 29. United States VS China Middle-end Pram and Baby Stroller Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Middle-end Pram and Baby Stroller Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Middle-end Pram and Baby Stroller Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Middle-end Pram and Baby Stroller Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Middle-end Pram and Baby Stroller Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Middle-end Pram and Baby Stroller Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Middle-end Pram and Baby Stroller Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Middle-end Pram and Baby Stroller Production Market Share (2021-2026)

Table 37. China Based Middle-end Pram and Baby Stroller Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Middle-end Pram and Baby Stroller Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Middle-end Pram and Baby Stroller Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Middle-end Pram and Baby Stroller Production,

(2021-2026) & (K Units)

Table 41. China Based Manufacturers Middle-end Pram and Baby Stroller Production Market Share (2021-2026)

Table 42. Rest of World Based Middle-end Pram and Baby Stroller Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Middle-end Pram and Baby Stroller Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Middle-end Pram and Baby Stroller Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Middle-end Pram and Baby Stroller Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Middle-end Pram and Baby Stroller Production Market Share (2021-2026)

Table 47. World Middle-end Pram and Baby Stroller Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Middle-end Pram and Baby Stroller Production by Type (2021-2026) & (K Units)

Table 49. World Middle-end Pram and Baby Stroller Production by Type (2027-2032) & (K Units)

Table 50. World Middle-end Pram and Baby Stroller Production Value by Type (2021-2026) & (USD Million)

Table 51. World Middle-end Pram and Baby Stroller Production Value by Type (2027-2032) & (USD Million)

Table 52. World Middle-end Pram and Baby Stroller Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Middle-end Pram and Baby Stroller Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Middle-end Pram and Baby Stroller Production Value by Number of Wheels, (USD Million), 2021 & 2025 & 2032

Table 55. World Middle-end Pram and Baby Stroller Production by Number of Wheels (2021-2026) & (K Units)

Table 56. World Middle-end Pram and Baby Stroller Production by Number of Wheels (2027-2032) & (K Units)

Table 57. World Middle-end Pram and Baby Stroller Production Value by Number of Wheels (2021-2026) & (USD Million)

Table 58. World Middle-end Pram and Baby Stroller Production Value by Number of Wheels (2027-2032) & (USD Million)

Table 59. World Middle-end Pram and Baby Stroller Average Price by Number of Wheels (2021-2026) & (US\$/Unit)

Table 60. World Middle-end Pram and Baby Stroller Average Price by Number of Wheels (2027-2032) & (US\$/Unit)

Table 61. World Middle-end Pram and Baby Stroller Production Value by Usage Scenario, (USD Million), 2021 & 2025 & 2032

Table 62. World Middle-end Pram and Baby Stroller Production by Usage Scenario (2021-2026) & (K Units)

Table 63. World Middle-end Pram and Baby Stroller Production by Usage Scenario (2027-2032) & (K Units)

Table 64. World Middle-end Pram and Baby Stroller Production Value by Usage Scenario (2021-2026) & (USD Million)

Table 65. World Middle-end Pram and Baby Stroller Production Value by Usage Scenario (2027-2032) & (USD Million)

Table 66. World Middle-end Pram and Baby Stroller Average Price by Usage Scenario (2021-2026) & (US\$/Unit)

Table 67. World Middle-end Pram and Baby Stroller Average Price by Usage Scenario (2027-2032) & (US\$/Unit)

Table 68. World Middle-end Pram and Baby Stroller Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Middle-end Pram and Baby Stroller Production by Application (2021-2026) & (K Units)

Table 70. World Middle-end Pram and Baby Stroller Production by Application (2027-2032) & (K Units)

Table 71. World Middle-end Pram and Baby Stroller Production Value by Application (2021-2026) & (USD Million)

Table 72. World Middle-end Pram and Baby Stroller Production Value by Application (2027-2032) & (USD Million)

Table 73. World Middle-end Pram and Baby Stroller Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Middle-end Pram and Baby Stroller Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Goodbaby International Basic Information, Manufacturing Base and Competitors

Table 76. Goodbaby International Major Business

Table 77. Goodbaby International Middle-end Pram and Baby Stroller Product and Services

Table 78. Goodbaby International Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Goodbaby International Recent Developments/Updates

- Table 80. Goodbaby International Competitive Strengths & Weaknesses
- Table 81. Combi Basic Information, Manufacturing Base and Competitors
- Table 82. Combi Major Business
- Table 83. Combi Middle-end Pram and Baby Stroller Product and Services
- Table 84. Combi Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. Combi Recent Developments/Updates
- Table 86. Combi Competitive Strengths & Weaknesses
- Table 87. Artsana Group Basic Information, Manufacturing Base and Competitors
- Table 88. Artsana Group Major Business
- Table 89. Artsana Group Middle-end Pram and Baby Stroller Product and Services
- Table 90. Artsana Group Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Artsana Group Recent Developments/Updates
- Table 92. Artsana Group Competitive Strengths & Weaknesses
- Table 93. Newell Basic Information, Manufacturing Base and Competitors
- Table 94. Newell Major Business
- Table 95. Newell Middle-end Pram and Baby Stroller Product and Services
- Table 96. Newell Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. Newell Recent Developments/Updates
- Table 98. Newell Competitive Strengths & Weaknesses
- Table 99. Ningbo Shenma Group Basic Information, Manufacturing Base and Competitors
- Table 100. Ningbo Shenma Group Major Business
- Table 101. Ningbo Shenma Group Middle-end Pram and Baby Stroller Product and Services
- Table 102. Ningbo Shenma Group Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. Ningbo Shenma Group Recent Developments/Updates
- Table 104. Ningbo Shenma Group Competitive Strengths & Weaknesses
- Table 105. Zhongshan Baobaohao Children Products Basic Information, Manufacturing Base and Competitors
- Table 106. Zhongshan Baobaohao Children Products Major Business
- Table 107. Zhongshan Baobaohao Children Products Middle-end Pram and Baby

Stroller Product and Services

Table 108. Zhongshan Baobaohao Children Products Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 109. Zhongshan Baobaohao Children Products Recent Developments/Updates

Table 110. Zhongshan Baobaohao Children Products Competitive Strengths & Weaknesses

Table 111. Mybaby Basic Information, Manufacturing Base and Competitors

Table 112. Mybaby Major Business

Table 113. Mybaby Middle-end Pram and Baby Stroller Product and Services

Table 114. Mybaby Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 115. Mybaby Recent Developments/Updates

Table 116. Mybaby Competitive Strengths & Weaknesses

Table 117. Emmaljunga Basic Information, Manufacturing Base and Competitors

Table 118. Emmaljunga Major Business

Table 119. Emmaljunga Middle-end Pram and Baby Stroller Product and Services

Table 120. Emmaljunga Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 121. Emmaljunga Recent Developments/Updates

Table 122. Emmaljunga Competitive Strengths & Weaknesses

Table 123. UPPAbaby Basic Information, Manufacturing Base and Competitors

Table 124. UPPAbaby Major Business

Table 125. UPPAbaby Middle-end Pram and Baby Stroller Product and Services

Table 126. UPPAbaby Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. UPPAbaby Recent Developments/Updates

Table 128. UPPAbaby Competitive Strengths & Weaknesses

Table 129. Stokke Basic Information, Manufacturing Base and Competitors

Table 130. Stokke Major Business

Table 131. Stokke Middle-end Pram and Baby Stroller Product and Services

Table 132. Stokke Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. Stokke Recent Developments/Updates

Table 134. Stokke Competitive Strengths & Weaknesses

Table 135. Guangdong Roadmate Group Basic Information, Manufacturing Base and Competitors

Table 136. Guangdong Roadmate Group Major Business

Table 137. Guangdong Roadmate Group Middle-end Pram and Baby Stroller Product and Services

Table 138. Guangdong Roadmate Group Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. Guangdong Roadmate Group Recent Developments/Updates

Table 140. Guangdong Roadmate Group Competitive Strengths & Weaknesses

Table 141. Hauck Basic Information, Manufacturing Base and Competitors

Table 142. Hauck Major Business

Table 143. Hauck Middle-end Pram and Baby Stroller Product and Services

Table 144. Hauck Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Hauck Recent Developments/Updates

Table 146. Hauck Competitive Strengths & Weaknesses

Table 147. Dorel Industries Basic Information, Manufacturing Base and Competitors

Table 148. Dorel Industries Major Business

Table 149. Dorel Industries Middle-end Pram and Baby Stroller Product and Services

Table 150. Dorel Industries Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. Dorel Industries Recent Developments/Updates

Table 152. Dorel Industries Competitive Strengths & Weaknesses

Table 153. ABC Design Basic Information, Manufacturing Base and Competitors

Table 154. ABC Design Major Business

Table 155. ABC Design Middle-end Pram and Baby Stroller Product and Services

Table 156. ABC Design Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. ABC Design Recent Developments/Updates

Table 158. ABC Design Competitive Strengths & Weaknesses

Table 159. Peg Perego Basic Information, Manufacturing Base and Competitors

Table 160. Peg Perego Major Business

Table 161. Peg Perego Middle-end Pram and Baby Stroller Product and Services

Table 162. Peg Perego Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 163. Peg Perego Recent Developments/Updates

Table 164. Peg Perego Competitive Strengths & Weaknesses

Table 165. Britax Romer Basic Information, Manufacturing Base and Competitors

Table 166. Britax Romer Major Business

Table 167. Britax Romer Middle-end Pram and Baby Stroller Product and Services

Table 168. Britax Romer Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 169. Britax Romer Recent Developments/Updates

Table 170. Britax Romer Competitive Strengths & Weaknesses

Table 171. Bugaboo International B.V. Basic Information, Manufacturing Base and Competitors

Table 172. Bugaboo International B.V. Major Business

Table 173. Bugaboo International B.V. Middle-end Pram and Baby Stroller Product and Services

Table 174. Bugaboo International B.V. Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 175. Bugaboo International B.V. Recent Developments/Updates

Table 176. Bugaboo International B.V. Competitive Strengths & Weaknesses

Table 177. Thule Group Basic Information, Manufacturing Base and Competitors

Table 178. Thule Group Major Business

Table 179. Thule Group Middle-end Pram and Baby Stroller Product and Services

Table 180. Thule Group Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 181. Thule Group Recent Developments/Updates

Table 182. Thule Group Competitive Strengths & Weaknesses

Table 183. Silver Cross Basic Information, Manufacturing Base and Competitors

Table 184. Silver Cross Major Business

Table 185. Silver Cross Middle-end Pram and Baby Stroller Product and Services

Table 186. Silver Cross Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 187. Silver Cross Recent Developments/Updates

Table 188. Silver Cross Competitive Strengths & Weaknesses

Table 189. Inglesina Basic Information, Manufacturing Base and Competitors

Table 190. Inglesina Major Business

- Table 191. Inglesina Middle-end Pram and Baby Stroller Product and Services
- Table 192. Inglesina Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 193. Inglesina Recent Developments/Updates
- Table 194. Inglesina Competitive Strengths & Weaknesses
- Table 195. Pigeon Basic Information, Manufacturing Base and Competitors
- Table 196. Pigeon Major Business
- Table 197. Pigeon Middle-end Pram and Baby Stroller Product and Services
- Table 198. Pigeon Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 199. Pigeon Recent Developments/Updates
- Table 200. Pigeon Competitive Strengths & Weaknesses
- Table 201. Doona Basic Information, Manufacturing Base and Competitors
- Table 202. Doona Major Business
- Table 203. Doona Middle-end Pram and Baby Stroller Product and Services
- Table 204. Doona Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 205. Doona Recent Developments/Updates
- Table 206. Doona Competitive Strengths & Weaknesses
- Table 207. Baby Tren Basic Information, Manufacturing Base and Competitors
- Table 208. Baby Tren Major Business
- Table 209. Baby Tren Middle-end Pram and Baby Stroller Product and Services
- Table 210. Baby Tren Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 211. Baby Tren Recent Developments/Updates
- Table 212. Baby Tren Competitive Strengths & Weaknesses
- Table 213. Kolcraft Enterprises Basic Information, Manufacturing Base and Competitors
- Table 214. Kolcraft Enterprises Major Business
- Table 215. Kolcraft Enterprises Middle-end Pram and Baby Stroller Product and Services
- Table 216. Kolcraft Enterprises Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 217. Kolcraft Enterprises Recent Developments/Updates
- Table 218. Kolcraft Enterprises Competitive Strengths & Weaknesses

Table 219. Bumbleride Basic Information, Manufacturing Base and Competitors

Table 220. Bumbleride Major Business

Table 221. Bumbleride Middle-end Pram and Baby Stroller Product and Services

Table 222. Bumbleride Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 223. Bumbleride Recent Developments/Updates

Table 224. Bumbleride Competitive Strengths & Weaknesses

Table 225. Mamas & Papas Basic Information, Manufacturing Base and Competitors

Table 226. Mamas & Papas Major Business

Table 227. Mamas & Papas Middle-end Pram and Baby Stroller Product and Services

Table 228. Mamas & Papas Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 229. Mamas & Papas Recent Developments/Updates

Table 230. Mamas & Papas Competitive Strengths & Weaknesses

Table 231. Phil&teds Basic Information, Manufacturing Base and Competitors

Table 232. Phil&teds Major Business

Table 233. Phil&teds Middle-end Pram and Baby Stroller Product and Services

Table 234. Phil&teds Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 235. Phil&teds Recent Developments/Updates

Table 236. Phil&teds Competitive Strengths & Weaknesses

Table 237. Maclaren Basic Information, Manufacturing Base and Competitors

Table 238. Maclaren Major Business

Table 239. Maclaren Middle-end Pram and Baby Stroller Product and Services

Table 240. Maclaren Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 241. Maclaren Recent Developments/Updates

Table 242. Maclaren Competitive Strengths & Weaknesses

Table 243. Nuna Basic Information, Manufacturing Base and Competitors

Table 244. Nuna Major Business

Table 245. Nuna Middle-end Pram and Baby Stroller Product and Services

Table 246. Nuna Middle-end Pram and Baby Stroller Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 247. Nuna Recent Developments/Updates

Table 248. Nuna Competitive Strengths & Weaknesses

Table 249. Global Key Players of Middle-end Pram and Baby Stroller Upstream (Raw Materials)

Table 250. Global Middle-end Pram and Baby Stroller Typical Customers

Table 251. Middle-end Pram and Baby Stroller Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Middle-end Pram and Baby Stroller Picture

Figure 2. World Middle-end Pram and Baby Stroller Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Middle-end Pram and Baby Stroller Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Middle-end Pram and Baby Stroller Production (2021-2032) & (K Units)

Figure 5. World Middle-end Pram and Baby Stroller Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Middle-end Pram and Baby Stroller Production Value Market Share by Region (2021-2032)

Figure 7. World Middle-end Pram and Baby Stroller Production Market Share by Region (2021-2032)

Figure 8. North America Middle-end Pram and Baby Stroller Production (2021-2032) & (K Units)

Figure 9. Europe Middle-end Pram and Baby Stroller Production (2021-2032) & (K Units)

Figure 10. China Middle-end Pram and Baby Stroller Production (2021-2032) & (K Units)

Figure 11. Japan Middle-end Pram and Baby Stroller Production (2021-2032) & (K Units)

Figure 12. Southeast Asia Middle-end Pram and Baby Stroller Production (2021-2032) & (K Units)

Figure 13. India Middle-end Pram and Baby Stroller Production (2021-2032) & (K Units)

Figure 14. Middle-end Pram and Baby Stroller Market Drivers

Figure 15. Factors Affecting Demand

Figure 16. World Middle-end Pram and Baby Stroller Consumption (2021-2032) & (K Units)

Figure 17. World Middle-end Pram and Baby Stroller Consumption Market Share by Region (2021-2032)

Figure 18. United States Middle-end Pram and Baby Stroller Consumption (2021-2032) & (K Units)

Figure 19. China Middle-end Pram and Baby Stroller Consumption (2021-2032) & (K Units)

Figure 20. Europe Middle-end Pram and Baby Stroller Consumption (2021-2032) & (K Units)

Figure 21. Japan Middle-end Pram and Baby Stroller Consumption (2021-2032) & (K Units)

Figure 22. South Korea Middle-end Pram and Baby Stroller Consumption (2021-2032) & (K Units)

Figure 23. ASEAN Middle-end Pram and Baby Stroller Consumption (2021-2032) & (K Units)

Figure 24. India Middle-end Pram and Baby Stroller Consumption (2021-2032) & (K Units)

Figure 25. Producer Shipments of Middle-end Pram and Baby Stroller by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 26. Global Four-firm Concentration Ratios (CR4) for Middle-end Pram and Baby Stroller Markets in 2025

Figure 27. Global Four-firm Concentration Ratios (CR8) for Middle-end Pram and Baby Stroller Markets in 2025

Figure 28. United States VS China: Middle-end Pram and Baby Stroller Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Middle-end Pram and Baby Stroller Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Middle-end Pram and Baby Stroller Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers Middle-end Pram and Baby Stroller Production Market Share 2025

Figure 32. China Based Manufacturers Middle-end Pram and Baby Stroller Production Market Share 2025

Figure 33. Rest of World Based Manufacturers Middle-end Pram and Baby Stroller Production Market Share 2025

Figure 34. World Middle-end Pram and Baby Stroller Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Middle-end Pram and Baby Stroller Production Value Market Share by Type in 2025

Figure 36. Standard Model

Figure 37. Lightweight Umbrella Stroller

Figure 38. Travel/Airplane Cart Model

Figure 39. Jogging/Off-Road Model

Figure 40. Reversible/Expandable Cabin Model

Figure 41. With Basket/Pure Basket Model

Figure 42. World Middle-end Pram and Baby Stroller Production Market Share by Type (2021-2032)

Figure 43. World Middle-end Pram and Baby Stroller Production Value Market Share by

Type (2021-2032)

Figure 44. World Middle-end Pram and Baby Stroller Average Price by Type (2021-2032) & (US\$/Unit)

Figure 45. World Middle-end Pram and Baby Stroller Production Value by Number of Wheels, (USD Million), 2021 & 2025 & 2032

Figure 46. World Middle-end Pram and Baby Stroller Production Value Market Share by Number of Wheels in 2025

Figure 47. Four-Wheel Vehicle

Figure 48. Three-Wheel Vehicle

Figure 49. World Middle-end Pram and Baby Stroller Production Market Share by Number of Wheels (2021-2032)

Figure 50. World Middle-end Pram and Baby Stroller Production Value Market Share by Number of Wheels (2021-2032)

Figure 51. World Middle-end Pram and Baby Stroller Average Price by Number of Wheels (2021-2032) & (US\$/Unit)

Figure 52. World Middle-end Pram and Baby Stroller Production Value by Usage Scenario, (USD Million), 2021 & 2025 & 2032

Figure 53. World Middle-end Pram and Baby Stroller Production Value Market Share by Usage Scenario in 2025

Figure 54. Short-Distance Urban Commuting

Figure 55. Mother and Baby Travel

Figure 56. Long-Distance Travel

Figure 57. Outdoor Sports

Figure 58. World Middle-end Pram and Baby Stroller Production Market Share by Usage Scenario (2021-2032)

Figure 59. World Middle-end Pram and Baby Stroller Production Value Market Share by Usage Scenario (2021-2032)

Figure 60. World Middle-end Pram and Baby Stroller Average Price by Usage Scenario (2021-2032) & (US\$/Unit)

Figure 61. World Middle-end Pram and Baby Stroller Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 62. World Middle-end Pram and Baby Stroller Production Value Market Share by Application in 2025

Figure 63. Offline Sales

Figure 64. Online Sales

Figure 65. World Middle-end Pram and Baby Stroller Production Market Share by Application (2021-2032)

Figure 66. World Middle-end Pram and Baby Stroller Production Value Market Share by Application (2021-2032)

Figure 67. World Middle-end Pram and Baby Stroller Average Price by Application (2021-2032) & (US\$/Unit)

Figure 68. Middle-end Pram and Baby Stroller Industry Chain

Figure 69. Middle-end Pram and Baby Stroller Procurement Model

Figure 70. Middle-end Pram and Baby Stroller Sales Model

Figure 71. Middle-end Pram and Baby Stroller Sales Channels, Direct Sales, and Distribution

Figure 72. Methodology

Figure 73. Research Process and Data Source

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