

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Baby Stroller and Pram Market 2018, Forecast to 2023

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Abstracts

Baby 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.

SCOPE OF THE REPORT:

This report focuses on the Baby Stroller and Pram in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

In the last several years, the development of stroller market is considerable though there are several product recalls. In 2015, the global consumption of strollers is about 40 million units and Asia area occupied over 50% market (China for 43.76%, rest of Asia for 8.40%) with huge population base.

Europe and North America are the mature market, many companies will design the stroller themselves and commissioned companies from China the production. Generally, the product performance in Europe and USA is much better, while the price is higher too.

In China, most manufacturers are play roles of OEMs. Except some excellent brands like Goodbaby, most domestic brands cannot get good recognition in international market. Some is because of the fierce competition and some because of the quality.

In the last several years, famous brands like Uppababy and Bugaboo has recalled their products due to safety problems. Most of these products are made in China. In addition, under the call of manufacturing industry return to motherlands, there may be some brands manufacture products themselves in the future.

The development of Chinese stroller industry is closely related to the development of

global stroller industry. Once these Chinese stroller brands get recognition in international market, the advantage of lower cost will make them occupy larger market share rapidly.

The worldwide market for Baby Stroller and Pram is expected to grow at a CAGR of roughly 2.4% over the next five years, will reach 2500 million US\$ in 2023, from 2170 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

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 Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Single-Child Stroller

Multi-Child Stroller

Pram

Market Segment by Applications, can be divided into

Under 1 years old

1 to 2.5 years old

Above 2.5 years old

There are 15 Chapters to deeply display the global Baby Stroller and Pram market.

Chapter 1, to describe Baby Stroller and Pram Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Baby Stroller and Pram, with sales, revenue, and price of Baby Stroller and Pram, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Baby Stroller and Pram, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Baby Stroller and Pram market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Baby Stroller and Pram sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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