

Global Pram and Baby Stroller 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 Pram and Baby Stroller market size was valued at USD 2423.2 million in 2023 and is forecast to a readjusted size of USD 2677.4 million by 2030 with a CAGR of 1.4% 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.

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 Pram and Baby Stroller 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 Pram and Baby Stroller.

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

Key Features:

The report presents comprehensive understanding of the Pram and Baby Stroller 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 Pram and Baby Stroller 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 Pram and Baby Stroller market.

Regional Analysis: The report involves examining the Pram and Baby Stroller 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 Pram and Baby Stroller market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Pram and Baby Stroller:

Company Analysis: Report covers individual Pram and Baby Stroller 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 Pram and Baby Stroller 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 Pram and Baby Stroller. It assesses the current state, advancements, and potential future developments in Pram and Baby Stroller areas.

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

Pram and Baby Stroller 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

CHICCO (Artsana)

Bugaboo

Quinny

Good Baby

Stokke

Britax

Peg Perego

Combi

Graco

UPPAbaby

Inglesina

Silver Cross

Emmaljunga

Babyzen

Jan?

BabyJogger

Cosatto

ABC Design

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

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

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

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

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

Contents

1 MARKET OVERVIEW

- 1.1 Product Overview and Scope of Pram and Baby Stroller
- 1.2 Market Estimation Caveats and Base Year
- 1.3 Market Analysis by Type
 - 1.3.1 Overview: Global Pram and Baby Stroller Consumption Value by Type: 2019 Versus 2023 Versus 2030
 - 1.3.2 Single-Child Stroller
 - 1.3.3 Multi-Child Stroller
 - 1.3.4 Pram
- 1.4 Market Analysis by Application
 - 1.4.1 Overview: Global Pram and Baby Stroller Consumption Value by Application: 2019 Versus 2023 Versus 2030
 - 1.4.2 Under 1 Years Old
 - 1.4.3 1 to 2.5 Years Old
 - 1.4.4 Above 2.5 Years Old
- 1.5 Global Pram and Baby Stroller Market Size & Forecast
 - 1.5.1 Global Pram and Baby Stroller Consumption Value (2019 & 2023 & 2030)
 - 1.5.2 Global Pram and Baby Stroller Sales Quantity (2019-2030)
 - 1.5.3 Global Pram and Baby Stroller Average Price (2019-2030)

2 MANUFACTURERS PROFILES

- 2.1 CHICCO (Artsana)
 - 2.1.1 CHICCO (Artsana) Details
 - 2.1.2 CHICCO (Artsana) Major Business
 - 2.1.3 CHICCO (Artsana) Pram and Baby Stroller Product and Services
 - 2.1.4 CHICCO (Artsana) Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.1.5 CHICCO (Artsana) Recent Developments/Updates
- 2.2 Bugaboo
 - 2.2.1 Bugaboo Details
 - 2.2.2 Bugaboo Major Business
 - 2.2.3 Bugaboo Pram and Baby Stroller Product and Services
 - 2.2.4 Bugaboo Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
 - 2.2.5 Bugaboo Recent Developments/Updates

2.3 Quinny

2.3.1 Quinny Details

2.3.2 Quinny Major Business

2.3.3 Quinny Pram and Baby Stroller Product and Services

2.3.4 Quinny Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.3.5 Quinny Recent Developments/Updates

2.4 Good Baby

2.4.1 Good Baby Details

2.4.2 Good Baby Major Business

2.4.3 Good Baby Pram and Baby Stroller Product and Services

2.4.4 Good Baby Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.4.5 Good Baby Recent Developments/Updates

2.5 Stokke

2.5.1 Stokke Details

2.5.2 Stokke Major Business

2.5.3 Stokke Pram and Baby Stroller Product and Services

2.5.4 Stokke Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.5.5 Stokke Recent Developments/Updates

2.6 Britax

2.6.1 Britax Details

2.6.2 Britax Major Business

2.6.3 Britax Pram and Baby Stroller Product and Services

2.6.4 Britax Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.6.5 Britax Recent Developments/Updates

2.7 Peg Perego

2.7.1 Peg Perego Details

2.7.2 Peg Perego Major Business

2.7.3 Peg Perego Pram and Baby Stroller Product and Services

2.7.4 Peg Perego Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.7.5 Peg Perego Recent Developments/Updates

2.8 Combi

2.8.1 Combi Details

2.8.2 Combi Major Business

2.8.3 Combi Pram and Baby Stroller Product and Services

2.8.4 Combi Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.8.5 Combi Recent Developments/Updates

2.9 Graco

2.9.1 Graco Details

2.9.2 Graco Major Business

2.9.3 Graco Pram and Baby Stroller Product and Services

2.9.4 Graco Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.9.5 Graco Recent Developments/Updates

2.10 UPPAbaby

2.10.1 UPPAbaby Details

2.10.2 UPPAbaby Major Business

2.10.3 UPPAbaby Pram and Baby Stroller Product and Services

2.10.4 UPPAbaby Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.10.5 UPPAbaby Recent Developments/Updates

2.11 Inglesina

2.11.1 Inglesina Details

2.11.2 Inglesina Major Business

2.11.3 Inglesina Pram and Baby Stroller Product and Services

2.11.4 Inglesina Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.11.5 Inglesina Recent Developments/Updates

2.12 Silver Cross

2.12.1 Silver Cross Details

2.12.2 Silver Cross Major Business

2.12.3 Silver Cross Pram and Baby Stroller Product and Services

2.12.4 Silver Cross Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.12.5 Silver Cross Recent Developments/Updates

2.13 Emmaljunga

2.13.1 Emmaljunga Details

2.13.2 Emmaljunga Major Business

2.13.3 Emmaljunga Pram and Baby Stroller Product and Services

2.13.4 Emmaljunga Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)

2.13.5 Emmaljunga Recent Developments/Updates

2.14 Babyzen

- 2.14.1 Babyzen Details
- 2.14.2 Babyzen Major Business
- 2.14.3 Babyzen Pram and Baby Stroller Product and Services
- 2.14.4 Babyzen Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.14.5 Babyzen Recent Developments/Updates
- 2.15 Jan?
- 2.15.1 Jan? Details
- 2.15.2 Jan? Major Business
- 2.15.3 Jan? Pram and Baby Stroller Product and Services
- 2.15.4 Jan? Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.15.5 Jan? Recent Developments/Updates
- 2.16 BabyJogger
- 2.16.1 BabyJogger Details
- 2.16.2 BabyJogger Major Business
- 2.16.3 BabyJogger Pram and Baby Stroller Product and Services
- 2.16.4 BabyJogger Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.16.5 BabyJogger Recent Developments/Updates
- 2.17 Cosatto
- 2.17.1 Cosatto Details
- 2.17.2 Cosatto Major Business
- 2.17.3 Cosatto Pram and Baby Stroller Product and Services
- 2.17.4 Cosatto Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.17.5 Cosatto Recent Developments/Updates
- 2.18 ABC Design
- 2.18.1 ABC Design Details
- 2.18.2 ABC Design Major Business
- 2.18.3 ABC Design Pram and Baby Stroller Product and Services
- 2.18.4 ABC Design Pram and Baby Stroller Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2019-2024)
- 2.18.5 ABC Design Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: PRAM AND BABY STROLLER BY MANUFACTURER

3.1 Global Pram and Baby Stroller Sales Quantity by Manufacturer (2019-2024)

- 3.2 Global Pram and Baby Stroller Revenue by Manufacturer (2019-2024)
- 3.3 Global Pram and Baby Stroller Average Price by Manufacturer (2019-2024)
- 3.4 Market Share Analysis (2023)
 - 3.4.1 Producer Shipments of Pram and Baby Stroller by Manufacturer Revenue (\$MM) and Market Share (%): 2023
 - 3.4.2 Top 3 Pram and Baby Stroller Manufacturer Market Share in 2023
 - 3.4.2 Top 6 Pram and Baby Stroller Manufacturer Market Share in 2023
- 3.5 Pram and Baby Stroller Market: Overall Company Footprint Analysis
 - 3.5.1 Pram and Baby Stroller Market: Region Footprint
 - 3.5.2 Pram and Baby Stroller Market: Company Product Type Footprint
 - 3.5.3 Pram and Baby Stroller Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Pram and Baby Stroller Market Size by Region
 - 4.1.1 Global Pram and Baby Stroller Sales Quantity by Region (2019-2030)
 - 4.1.2 Global Pram and Baby Stroller Consumption Value by Region (2019-2030)
 - 4.1.3 Global Pram and Baby Stroller Average Price by Region (2019-2030)
- 4.2 North America Pram and Baby Stroller Consumption Value (2019-2030)
- 4.3 Europe Pram and Baby Stroller Consumption Value (2019-2030)
- 4.4 Asia-Pacific Pram and Baby Stroller Consumption Value (2019-2030)
- 4.5 South America Pram and Baby Stroller Consumption Value (2019-2030)
- 4.6 Middle East and Africa Pram and Baby Stroller Consumption Value (2019-2030)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Pram and Baby Stroller Sales Quantity by Type (2019-2030)
- 5.2 Global Pram and Baby Stroller Consumption Value by Type (2019-2030)
- 5.3 Global Pram and Baby Stroller Average Price by Type (2019-2030)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Pram and Baby Stroller Sales Quantity by Application (2019-2030)
- 6.2 Global Pram and Baby Stroller Consumption Value by Application (2019-2030)
- 6.3 Global Pram and Baby Stroller Average Price by Application (2019-2030)

7 NORTH AMERICA

- 7.1 North America Pram and Baby Stroller Sales Quantity by Type (2019-2030)
- 7.2 North America Pram and Baby Stroller Sales Quantity by Application (2019-2030)
- 7.3 North America Pram and Baby Stroller Market Size by Country
 - 7.3.1 North America Pram and Baby Stroller Sales Quantity by Country (2019-2030)
 - 7.3.2 North America Pram and Baby Stroller Consumption Value by Country (2019-2030)
 - 7.3.3 United States Market Size and Forecast (2019-2030)
 - 7.3.4 Canada Market Size and Forecast (2019-2030)
 - 7.3.5 Mexico Market Size and Forecast (2019-2030)

8 EUROPE

- 8.1 Europe Pram and Baby Stroller Sales Quantity by Type (2019-2030)
- 8.2 Europe Pram and Baby Stroller Sales Quantity by Application (2019-2030)
- 8.3 Europe Pram and Baby Stroller Market Size by Country
 - 8.3.1 Europe Pram and Baby Stroller Sales Quantity by Country (2019-2030)
 - 8.3.2 Europe Pram and Baby Stroller Consumption Value by Country (2019-2030)
 - 8.3.3 Germany Market Size and Forecast (2019-2030)
 - 8.3.4 France Market Size and Forecast (2019-2030)
 - 8.3.5 United Kingdom Market Size and Forecast (2019-2030)
 - 8.3.6 Russia Market Size and Forecast (2019-2030)
 - 8.3.7 Italy Market Size and Forecast (2019-2030)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Pram and Baby Stroller Sales Quantity by Type (2019-2030)
- 9.2 Asia-Pacific Pram and Baby Stroller Sales Quantity by Application (2019-2030)
- 9.3 Asia-Pacific Pram and Baby Stroller Market Size by Region
 - 9.3.1 Asia-Pacific Pram and Baby Stroller Sales Quantity by Region (2019-2030)
 - 9.3.2 Asia-Pacific Pram and Baby Stroller Consumption Value by Region (2019-2030)
 - 9.3.3 China Market Size and Forecast (2019-2030)
 - 9.3.4 Japan Market Size and Forecast (2019-2030)
 - 9.3.5 Korea Market Size and Forecast (2019-2030)
 - 9.3.6 India Market Size and Forecast (2019-2030)
 - 9.3.7 Southeast Asia Market Size and Forecast (2019-2030)
 - 9.3.8 Australia Market Size and Forecast (2019-2030)

10 SOUTH AMERICA

- 10.1 South America Pram and Baby Stroller Sales Quantity by Type (2019-2030)
- 10.2 South America Pram and Baby Stroller Sales Quantity by Application (2019-2030)
- 10.3 South America Pram and Baby Stroller Market Size by Country
 - 10.3.1 South America Pram and Baby Stroller Sales Quantity by Country (2019-2030)
 - 10.3.2 South America Pram and Baby Stroller Consumption Value by Country (2019-2030)
 - 10.3.3 Brazil Market Size and Forecast (2019-2030)
 - 10.3.4 Argentina Market Size and Forecast (2019-2030)

11 MIDDLE EAST & AFRICA

- 11.1 Middle East & Africa Pram and Baby Stroller Sales Quantity by Type (2019-2030)
- 11.2 Middle East & Africa Pram and Baby Stroller Sales Quantity by Application (2019-2030)
- 11.3 Middle East & Africa Pram and Baby Stroller Market Size by Country
 - 11.3.1 Middle East & Africa Pram and Baby Stroller Sales Quantity by Country (2019-2030)
 - 11.3.2 Middle East & Africa Pram and Baby Stroller Consumption Value by Country (2019-2030)
 - 11.3.3 Turkey Market Size and Forecast (2019-2030)
 - 11.3.4 Egypt Market Size and Forecast (2019-2030)
 - 11.3.5 Saudi Arabia Market Size and Forecast (2019-2030)
 - 11.3.6 South Africa Market Size and Forecast (2019-2030)

12 MARKET DYNAMICS

- 12.1 Pram and Baby Stroller Market Drivers
- 12.2 Pram and Baby Stroller Market Restraints
- 12.3 Pram and Baby Stroller Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Pram and Baby Stroller and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Pram and Baby Stroller
- 13.3 Pram and Baby Stroller Production Process
- 13.4 Pram and Baby Stroller Industrial Chain

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Pram and Baby Stroller Typical Distributors
- 14.3 Pram and Baby Stroller Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

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