

Baby Stroller and Pram Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Abstracts

The Global Baby Stroller And Pram Market reached USD 1.15 billion in 2023 and is projected to grow at a CAGR of 5.3% between 2024 and 2032. This growth is fueled by rapid urbanization, shifting lifestyles, and rising demand for convenience-driven baby care products. As more families move to urban areas, the need for compact, mobile solutions for infant care has significantly surged. Modern parents, especially those in metropolitan cities, are prioritizing functionality and comfort, making strollers and prams indispensable in their daily routines. The increasing trend of nuclear families and dual-income households has further boosted spending capacity, encouraging parents to opt for premium and feature-rich baby strollers.

With growing concerns around child safety and comfort, parents are willing to invest in products that promise durability, safety, and ease of use. The evolving parental preferences for products that blend aesthetics with practicality are reshaping the baby stroller and pram market. Additionally, innovations such as travel-friendly foldable designs, multi-functional strollers, and tech-integrated features like smart braking systems are transforming consumer choices, making the market highly dynamic and competitive. Rising awareness of infant safety standards and a growing inclination toward luxury baby products are pushing manufacturers to introduce strollers with advanced ergonomics and safety features.

The baby stroller and pram market is segmented based on frame material into metallic and non-metallic options. The metallic segment garnered a valuation of USD 693.2 million in 2023 and is expected to register a CAGR of 5.4% during the forecast period. Parents are increasingly choosing metallic strollers, primarily crafted from high-quality metals such as aluminum and stainless steel, due to their robust construction and long-term reliability. These materials offer superior strength, ensuring that the stroller remains structurally sound even with frequent use, thereby enhancing infant safety and

comfort. As more parents focus on longevity and sturdiness when selecting strollers, the demand for metallic frames is gaining momentum, making them a preferred choice for high-end baby gear.

The market is also segmented by product type into full-size strollers, lightweight strollers, jogging strollers, double strollers, travel systems, frame strollers, and others. The lightweight stroller segment dominated the market, with a valuation of USD 461.3 million in 2023, and is estimated to reach USD 735.9 million by 2032. The soaring popularity of lightweight strollers stems from their portability, compactness, and ease of maneuverability, which perfectly cater to urban parents managing busy schedules. Designed to fold easily and carry conveniently, these strollers have become essential for city living and travel, especially in crowded spaces where bulkier strollers pose challenges.

The U.S. baby stroller and pram market generated USD 362.1 million in 2023 and is forecasted to grow at a CAGR of 5.5% between 2024 and 2032. The U.S. leads globally due to higher consumer spending power, urban living trends, and a strong preference for premium, safety-certified baby products. The increasing availability of motorized and high-tech strollers, supported by advanced retail channels, is further amplifying market growth. Heightened parental focus on child safety regulations is encouraging the adoption of strollers equipped with enhanced safety and ergonomic features, driving continued demand across the country.

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