

Maternity Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

<https://marketpublishers.com/r/M71E6CE99DA5EN.html>

Date: November 2024

Pages: 230

Price: US\$ 4,850.00 (Single User License)

ID: M71E6CE99DA5EN

Abstracts

The Global Maternity Products Market was valued at USD 42.1 billion in 2023 and is projected to grow at a CAGR of 6.8% from 2024 to 2032. This growth is largely driven by rising awareness among expectant mothers about the importance of specialized products during pregnancy and postpartum. The increasing focus on maternal well-being has fueled demand for maternity-specific apparel, personal care items, and nutritional supplements.

The rapid expansion of e-commerce has played a crucial role in enhancing the accessibility of maternity products. Online platforms offer an extensive variety of products, competitive pricing, and the convenience of doorstep delivery, contributing significantly to market growth. The convenience provided by digital retail channels has attracted a wider audience, bolstering sales worldwide.

The market is segmented by product type into maternity accessories, maternal apparel, personal care products, and nutritional supplements. Among these, the personal care products segment holds the largest share and is expected to maintain its dominance with a projected CAGR of 7% during the forecast period. The strong demand for skin-focused solutions addressing pregnancy-related concerns, such as stretch marks and dryness, drives segment growth. Products that promote skin health and comfort, such as restructuring gels and soothing creams, are particularly popular.

In terms of distribution channels, the market is divided into online and offline segments. Despite the growth of e-commerce, the offline segment retains the largest market share, accounting for 78.2% of total sales in 2023. This preference is attributed to the importance of physical evaluation of products for quality, fit, and comfort—essential for

maternity items. In-store experiences remain a key driver of consumer confidence and loyalty in this segment.

North America leads the global market, with the U.S. accounting for a dominant 75.4% share of the region's maternity product sales in 2023. The U.S. market is supported by high consumer awareness, advanced retail infrastructure, and robust disposable income levels. The growing emphasis on maternal health, comfort, and style during pregnancy and postpartum ensures sustained demand for premium maternity products in the region.

As consumer preferences evolve, the maternity products market is expected to witness continued innovation and growth, driven by advancements in product offerings, expanded distribution channels, and a heightened focus on maternal care and wellness.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021-2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Increasing awareness of maternal health
 - 3.6.1.2 Rising disposable income
 - 3.6.1.3 Expansion of e-commerce platforms
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Limited awareness in developing regions

- 3.6.2.2 High cost of premium products
- 3.7 Growth potential analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021-2032 (USD BILLION)

- 5.1 Key trends
- 5.2 Maternal apparel
 - 5.2.1 Tops
 - 5.2.2 Bottoms
 - 5.2.3 Outerwear
 - 5.2.4 Intimates
 - 5.2.5 Sleepwear
- 5.3 Personal care products
- 5.4 Nutritional supplements
- 5.5 Maternity accessories

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021-2032 (USD BILLION)

- 6.1 Key trends
- 6.2 Pregnancy
- 6.3 Postnatal

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PRICING, 2021-2032 (USD BILLION)

- 7.1 Key trends
- 7.2 Low
- 7.3 Medium

7.4 High

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD BILLION)

8.1 Key trends

8.2 Online

8.2.1 E-commerce

8.2.2 Company website

8.3 Offline

8.3.1 Wholesales/Distributors

8.3.2 Hypermarkets/Supermarkets

8.3.3 Specialty stores

8.3.4 Others (multi-brand stores, etc.)

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD BILLION)

9.1 Key trends

9.2 North America

9.2.1 U.S.

9.2.2 Canada

9.3 Europe

9.3.1 UK

9.3.2 Germany

9.3.3 France

9.3.4 Italy

9.3.5 Spain

9.3.6 Russia

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 South Korea

9.4.5 Australia

9.4.6 Indonesia

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.5.3 Argentina

9.6 MEA

9.6.1 South Africa

9.6.2 Saudi Arabia

9.6.3 UAE

CHAPTER 10 COMPANY PROFILES

10.1 A Pea in the Pod

10.2 ASOS

10.3 Cake

10.4 Destination

10.5 Frida

10.6 Gap

10.7 H&M Mama

10.8 HATCH

10.9 Isabella Oliver

10.10 JoJo Maman B?b?

10.11 Motherhood

10.12 Old Navy

10.13 PinkBlush

10.14 Seraphine

10.15 The Moms Co.

I would like to order

Product name: Maternity Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Product link: <https://marketpublishers.com/r/M71E6CE99DA5EN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M71E6CE99DA5EN.html>