

Nursery Bedding and Furniture Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

The Global Nursery Bedding And Furniture Market was valued at USD 9.7 billion in 2023 and is projected to expand at a CAGR of 6.2% from 2024 to 2032. One of the key factors driving this growth is the increasing emphasis on child safety. As awareness of potential hazards grows, there is a rising demand for products designed with safety in mind. Features such as rounded edges, secure fastenings, and strong construction are now standard in many nursery furniture items.

Additionally, safety certifications have become an essential factor in gaining consumer confidence. Parents are increasingly opting for products that meet recognized standards, which assure high levels of safety and quality. Certifications such as GREENGUARD and ASTM are highly valued, and brands are responding by incorporating features like non-toxic finishes and systems to prevent furniture from tipping over. This trend towards enhanced safety is closely aligned with a broader movement toward wellness and sustainability, with many parents also seeking eco-friendly products. Manufacturers are rising to this demand by offering items made from organic fabrics and sustainably sourced materials. The focus on both safety and sustainability is fueling the market's growth, as parents are more willing to invest in products that address these important concerns.

The nursery bedding and furniture market is divided into various product categories, including cots and cribs, mattresses, dressers, changing tables, bedding sets, hangers, and cabinets, among others. The cots and cribs segment garnered approximately USD 3.4 billion revenue in 2023. This segment is projected to grow at a CAGR of 6.5% during the forecast period. Cots and cribs are essential for infant care, providing a safe sleeping environment, with designs subject to strict safety regulations. Parents are

increasingly choosing durable, non-toxic cribs that offer both functionality and aesthetic appeal, with convertible cribs gaining popularity due to their versatility.

In terms of distribution channels, the market is divided into online and offline sales. The offline sales segment accounted for approximately 66.8% of the total market share in 2023, and it is expected to grow at a CAGR of 6.7% during the forecast period. Despite the rise of online shopping, offline retail remains crucial, particularly in regions where e-commerce is less dominant or where customers prefer to physically examine products before purchasing. In-store shopping allows parents to inspect products and seek expert guidance on safety features, which is especially important for items like cribs.

In the U.S., the nursery bedding and furniture market holds a share of around USD 2 billion, with a CAGR of 5.1% expected over the forecast period. This market is driven by growing birth rates and increasing disposable incomes. Parents in the U.S. prioritize products that are safe, stylish, and environmentally responsible, with a clear preference for space-saving and multi-functional furniture as families acclimate to small living spaces. Online shopping is gaining traction, providing added convenience for parents seeking a wide variety of choices. However, safety continues to be a top priority, with parents preferring brands that use non-toxic materials and adhere to strict safety standards.

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