

Potty Training and Step Stools Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Abstracts

The Global Potty Training and Step Stools Market was valued at USD 231.4 million in 2023 and is projected to grow at 4% CAGR from 2024 to 2032. The increasing focus on early childhood development is one of the key factors driving market growth.

Product innovation continues to play a significant role in expanding the potty training and step stools market. Manufacturers are integrating features that enhance usability, safety, and appeal for children and parents. New designs include adjustable heights, non-slip surfaces, and easy-to-clean materials, which make the potty training process more straightforward and enjoyable. Additionally, multifunctional products, such as step stools that double as storage or portable potty seats, provide added convenience and versatility. These innovations cater to the growing demand for practical, engaging, and safe products, further boosting market growth.

The market is categorized into two main product types: potty training products and step stools. The potty training segment accounted for USD 174.4 million in 2023 and is expected to grow at a CAGR of 4.1% from 2024 to 2032. The demand for potty training products remains high, as they are essential for early childhood development. As parents place more emphasis on teaching independence and hygiene to young children, products such as potty seats, training potties, and portable options have seen increased adoption.

In terms of material, the market is divided into plastic, wood, and other materials. Plastic emerged as the dominant material in 2023, holding 56% of the market share. This is expected to grow at a CAGR of 4.6% during the forecast period. Plastic is preferred for its affordability, durability, and ease of manufacturing. Its lightweight nature makes it

convenient for both parents and children to use potty training products. Additionally, plastic's lower cost compared to other materials allows manufacturers to offer budget-friendly options, making it a popular choice among consumers. The versatility of plastic also enables the creation of various shapes, sizes, and vibrant colors, increasing product appeal.

North America led the potty training and step stools market, generating USD 90.4 million in 2023, and is projected to reach USD 128.1 million by 2032. The regional market growth is driven by high consumer awareness and disposable income. Parents in North America increasingly recognize the significance of early childhood development, opting for products that support their children's independence and growth.

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 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 Innovations in products
 - 3.6.1.2 Rising awareness of hygiene
 - 3.6.1.3 Growing focus on early childhood development
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Highly competitive market

- 3.6.2.2 Diverse cultural norms across regions
- 3.7 Consumer buying behavior analysis
 - 3.7.1 Demographic trends
 - 3.7.2 Factors affecting buying decision
 - 3.7.3 Consumer product adoption
 - 3.7.4 Preferred distribution channel
 - 3.7.5 Preferred price range
- 3.8 Growth potential analysis
- 3.9 Porter's analysis
- 3.10 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 MILLION) (THOUSAND UNITS)

- 5.1 Key trends
- 5.2 Potty training
 - 5.2.1 Potty chair
 - 5.2.2 Toilet training seat
 - 5.2.3 3 in 1 seat
- 5.3 Step stools
 - 5.3.1 Single step stools
 - 5.3.2 Dual step stools
 - 5.3.3 Foldable stools

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY MATERIAL, 2021-2032 (USD MILLION) (THOUSAND UNITS)

- 6.1 Key trends
- 6.2 Plastic
- 6.3 Wood
- 6.4 Others (polypropylene, pinewood)

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PRICING 2021-2032 (USD MILLION) (THOUSAND UNITS)

- 7.1 Key trends
- 7.2 Low (5\$-15\$)
- 7.3 Medium (15\$-30\$)
- 7.4 High (Above 30\$)

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY AGE GROUP, 2021-2032 (USD MILLION) (THOUSAND UNITS)

- 8.1 Key trends
- 8.2 Newborn (0-6 months)
- 8.3 Infants (6 month- 2years)
- 8.4 Toddlers (2-5 years)
- 8.5 Others (above 5 years)

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY END USE, 2021-2032 (USD MILLION) (THOUSAND UNITS)

- 9.1 Key Trends
- 9.2 Individual use
- 9.3 Commercial use
 - 9.3.1 Day cares
 - 9.3.2 Preschool & kinder gardens
 - 9.3.3 Healthcare
 - 9.3.4 Others (hospitality)

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD MILLION) (THOUSAND UNITS)

- 10.1 Key Trends
- 10.2 Online
 - 10.2.1 E commerce
 - 10.2.2 company websites
- 10.3 Offline
 - 10.3.1 Mega retail stores
 - 10.3.2 Specialty Stores
 - 10.3.3 Others (Individual Store, etc.)

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD MILLION) (THOUSAND UNITS)

- 11.1 Key trends
- 11.2 North America
 - 11.2.1 U.S.
 - 11.2.2 Canada
- 11.3 Europe
 - 11.3.1 UK
 - 11.3.2 Germany
 - 11.3.3 France
 - 11.3.4 Italy
 - 11.3.5 Spain
 - 11.3.6 Russia
- 11.4 Asia Pacific
 - 11.4.1 China
 - 11.4.2 India
 - 11.4.3 Japan
 - 11.4.4 South Korea
 - 11.4.5 Australia
- 11.5 Latin America
 - 11.5.1 Brazil
 - 11.5.2 Mexico
- 11.6 MEA
 - 11.6.1 South Africa
 - 11.6.2 Saudi Arabia
 - 11.6.3 UAE

CHAPTER 12 COMPANY PROFILES

- 12.1 Mattel
- 12.2 Tomy International
- 12.3 Gatvin Technologies
- 12.4 Baby Bjorn
- 12.5 Oxo
- 12.6 Munchkin
- 12.7 Dream Baby
- 12.8 Prince Lionheart

12.9 Skip Hop

12.10 Beaba

12.11 Rabbit Baby Products

12.12 Ubbi

12.13 Kol craft

12.14 Kids2

12.15 Regalo

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