

Diaper Bags Market Size, Share & Trends Analysis Report By Product (Backpack, Tote, Messenger, Fanny Pack/Belt Bags, Others), By Application, By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Diaper Bags Market Growth & Trends

The global diaper bags market size is expected to reach USD 921.7 million by 2030, registering a CAGR of 3.7% from 2025 to 2030, according to a new report by Grand View Research, Inc. Growing consumer preference for organized utility storage and hassle-free travel along with infants and product innovation with respect to trendy designs and loading capacity are some of the factors accelerating the growth of the global market.

Diaper bags are designed with easy carrying features and multiple storage pockets that enable consumers to perform other ordinary tasks. Rigid handles, multipurpose features, and wheels are some of the product modifications aimed to enhance the functionality of the product. For instance, DIAPER-N-GO™ Changing Station is a multipurpose diaper bag that can be used as a diaper bag, a foldable travel bed, and a complete baby changing station.

The backpack type held the largest share of 37.3% in 2018. Comfort of carrying the bag due to padded straps and advantage of freeing both hands are the prime reasons for the segment growth. The tote product segment is gaining popularity and is anticipated to expand at a CAGR of 3.4% from 2019 to 2025. Need to carry baby products and still look trendy is spurring the demand for this segment. For instance, the JJ Cole Brookmont

diaper bag has 15 pockets and a removable liner on the inside to clean up messes quickly. This bag can be used by men and women both. Other bags including hobo, clutches, and satchels are also expected to witness significant growth over the forecast period.

Manufacturers are introducing compact and trendy bag, along with utility features that distribute the load evenly. This, in turn, is expected to drive the demand for these bags. For instance, Cole Brookmont offer stylish diaper satchels equipped with enough number of pockets to store ample utilities, along with a removable liner on the inside to clean up any mess quickly. Some of the brands that offer stylish diaper bags are Skip Hop Travel Bag, Freshly Picked City Pack, and JJ Cole Brookmont.

By application, travel use held the largest share of more than 70.0% in 2018. According to D.K. Shifflet & Associates, 62.0% of the U.S. millennial parents travel with kids under the age of five years. Rise in the number of family trips with infants and need to store the infant utilities in an organized manner have been accelerating the product demand for travel use.

The online distribution channel is expected to expand at a CAGR of 3.1% from 2019 to 2025. The global market is expected to increase its sales through online channel due to the availability of a wide range of products to choose from, easy return, discounts, and home delivery of the product. Companies having offline stores are also targeting their distribution through online channel to reach out to the large customer base. Specialty stores like Babies"R"Us and Toys"R"Us also contribute to the growth of the online channel as they sell their products through online channels.

Asia Pacific is expected to register the highest CAGR of 3.7% from 2019 to 2025. This growth is attributed to a rise in birth rates and increasing number of working mothers in countries like China and India. Rise in disposable income and improved standard of living are also the prime factors contributing to the market growth in this region.

Key players of the market include Carter's, Inc.; Disney; Graco; SanriCo., Ltd.; J.J Cole Collections; Trend Lab; SUNVENO; OiOi; Arctic Zone & California Innovations Inc.; Petunia Pickle Bottom; Ju-Ju-Be; Storksak; and Amy Michelle.

Diaper Bags Market Report Highlights

The global diaper bags market is expected to expand at a CAGR of 3.7% from 2025 to 2030

The tote segment is expected to grow at the highest CAGR during the forecast period, driven by changing lifestyle preferences and functional options.

Retail outlets registered the highest share in 2024 in the diaper bags market, primarily due to their tangible shopping experience.

The Europe diaper bags market dominated the global market and accounted for the largest revenue share of 36.3% in 2024.

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