

# **Toddler Wear Market Size, Share & Trends Analysis Report By Product (Apparel, Footwear, Others), By Distribution Channel (Online, Offline), By Region (North America, Europe, Asia Pacific, Latin America, MEA) And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 3 Business Days

### **Toddler Wear Market Growth & Trends**

The global toddler wear market size is expected to reach USD 397.30 billion by 2030, registering a CAGR of 7.0% from 2025 to 2030, according to a new report by Grand View Research, Inc. Availability of a wide range of products coupled with rising population, especially in emerging economies is projected to drive the growth. Rapidly evolving consumer goods industry in developing regions such as Asia Pacific and Middle East and Africa coupled with product premiumization is projected to further fuel the product demand.

The rise in product innovation and new product launches is anticipated to contribute to demand for toddler wear. Excessive use of harmful chemicals and toxins in conventional cotton clothing can cause skin diseases such as dermatitis among children. Rising consumer awareness regarding these harmful effects is projected to drive the demand for toxin-free and organic cotton, especially across the developed countries. As a result, market players focus on product innovation to manufacture comfortable and safe toddler wear.

Offline distribution channel is anticipated to continue holding the leading market share over the forecast period. Availability of a wide range of products across different

designer stores, fashion stores, and mass merchandisers contribute to the segment growth. Moreover, availability of dedicated extra space provided for baby wear in these stores is anticipated to positively influence the growth of the segment.

North America is anticipated to continue holding the leading market share over the forecast period. In U.S., the retail sales of clothing stores exceeds USD 15 billion on a monthly basis. Rise in the revenue of retail sales in the apparel market is anticipated to propel growth of the regional market for toddler wear. The existing key market players focus on expanding their product portfolio to introduce infant and children wear. Most of them strive to leverage their existing brand image while targeting young parents.

Asia Pacific is expected to register the fastest CAGR during the forecast period. Factors such as the availability of trendy styles, product innovation, and rising disposable income are anticipated to propel the regional demand for toddler wear. The market is characterized by a few initiatives, such as, product innovation, regional expansion, mergers and acquisitions, and online sales.

### Toddler Wear Market Report Highlights

The apparel segment dominated the global toddler wear industry with a revenue share of 71.8% in 2024. Baby or toddler apparel products have been gaining significant attention from urban parents.

Offline distribution held the largest revenue share of the global toddler wear industry in 2024. Parents often prefer offline shopping as it allows physical examination of the products, materials used in the making, safety offered by the product, and aspects associated with clothing such as color, comfort, texture, designs, and more.

North America toddler wear market held the largest revenue share of 33.0% in 2024. This market is primarily driven by the many brands participating and the products and collections offered by applauded brands operating in other clothing categories.

Asia Pacific toddler wear industry is anticipated to experience the fastest CAGR during the forecast period. This market is mainly driven by the continuous growth in the population of countries such as China, India, and others.

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