

Global Baby Stroller and Pram Market Research Report 2022 Professional Edition

<https://marketpublishers.com/r/G035D274AB01EN.html>

Date: January 2022

Pages: 130

Price: US\$ 2,890.00 (Single User License)

ID: G035D274AB01EN

Abstracts

The global Baby Stroller and Pram market was valued at 2139.48 Million USD in 2021 and will grow with a CAGR of 2.5% from 2021 to 2027, based on HNY Research newly published report.

The prime objective of this report is to provide the insights on the post COVID-19 impact which will help market players in this field evaluate their business approaches. Also, this report covers market segmentation by major market vendors, types, applications/end users and geography(North America, East Asia, Europe, South Asia, Southeast Asia, Middle East, Africa, Oceania, South America).

Baby stroller is designed for infants who have begun to sit. A stroller should have safety equipment like harness and safety belts to ensure that the baby is safe sitting inside one. Besides, a stroller also comes with a hood or a canopy to protect the baby. In the last several years, the development of stroller market is considerable though there are several product recalls. In 2015, the global consumption of strollers is about 40 million units and Asia area occupied over 50% market (China for 43.76%, rest of Asia for 8.40%) with huge population base. Europe and North America are the mature market, many companies will design the stroller themselves and commissioned companies from China the production. Generally, the product performance in Europe and USA is much better, while the price is higher too. In China, most manufacturers are play roles of OEMs. Except some excellent brands like Goodbaby, most domestic brands cannot get good recognition in international market. Some is because of the fierce competition and some because of the quality. In the last several years, famous brands like Uppababy and Bugaboo has recalled their products due to safety problems. Most of these products are made in China. In addition, under the call of manufacturing industry return to motherlands, there may be some brands manufacture products themselves in the

future. The development of Chinese stroller industry is closely related to the development of global stroller industry. Once these Chinese stroller brands get recognition in international market, the advantage of lower cost will make them occupy larger market share rapidly.

By Market Vendors:

Good Baby

Combi

Seebaby

Artsana

Newell Rubbermaid

Shenma Group

BBH

Mybaby

Aing

Emmaljunga

UPPAbaby

Stokke

Roadmate

Hauck

Dorel

ABC Design

Peg Perego

By Types:

Single-Child Stroller

Multi-Child Stroller

Pram

By Applications:

Under 1 years old

1 to 2.5 years old

Above 2.5 years old

Key Indicators Analysed

Market Players & Competitor Analysis: The report covers the key players of the industry including Company Profile, Product Specifications, Production Capacity/Sales, Revenue, Price and Gross Margin 2016-2027 & Sales with a thorough analysis of the market's competitive landscape and detailed information on vendors and comprehensive details of factors that will challenge the growth of major market vendors.

Global and Regional Market Analysis: The report includes Global & Regional market status and outlook 2016-2027. Further the report provides break down details about each region & countries covered in the report. Identifying its sales, sales volume & revenue forecast. With detailed analysis by types and applications.

Market Trends: Market key trends which include Increased Competition and Continuous Innovations.

Opportunities and Drivers: Identifying the Growing Demands and New Technology

Porters Five Force Analysis: The report provides with the state of competition in industry depending on five basic forces: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services, and existing

industry rivalry.

Key Reasons to Purchase

To gain insightful analyses of the market and have comprehensive understanding of the global market and its commercial landscape.

Assess the production processes, major issues, and solutions to mitigate the development risk.

To understand the most affecting driving and restraining forces in the market and its impact in the global market.

Learn about the market strategies that are being adopted by leading respective organizations.

To understand the future outlook and prospects for the market.

Besides the standard structure reports, we also provide custom research according to specific requirements

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