

# Automatic Baby Swing Market Report by Product Type (Full-sized Automatic Baby Swing, Portable Automatic Baby Swing), Age Group (Infant, New-born, Toddler, Child), Distribution Channel (Online, Offline), End User (Residential, Commercial), and Region 2024-2032

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## Abstracts

The global automatic baby swing market size reached US\$ 31.1 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 33.5 Million by 2032. The convenience, comfort, safety, and aesthetics offered by the product, the hectic schedules of parents and the introduction of advanced product variants represent some of the key factors driving the market.

An automatic baby swing is a type of baby gear designed to soothe and entertain infants by simulating the rhythmic motions of being rocked or swung. It typically consists of a seat attached to a frame that is suspended from one or more points, allowing it to swing back and forth. The swing can be operated manually or automatically, with many models offering different speed and motion settings. Some of the variants also offer additional features such as music, toys, and vibration, further enhancing the soothing effect. In recent years, an automatic baby swing has become a popular choice for parents as it provides safety and comfort to their baby and is also a useful tool for calming a fussy baby or helping them fall asleep, as the gentle swaying motion can mimic the feeling of being held and rocked.

### Automatic Baby Swing Market Trends:

One of the primary factors driving the market is the hectic lifestyles of working parents, which has made convenience a top priority. This has led to the growing adoption of automatic baby swings as they provide a hands-free solution for parents to soothe their babies while they attend to other tasks or simply take a break. The ability to operate the

swing with a remote control or smartphone app further adds to its convenience. Additionally, automatic baby swings provide a safe and comfortable environment for babies to rest, play and feel secure and comfortable, which is escalating its demand across the globe. Other than this, the safety features of automatic baby swings have improved significantly over the years, with numerous advanced models meeting or exceeding safety standards. Apart from this, manufacturers are using high-quality materials and sturdy frames to ensure that the swings are stable and secure. They are also introducing automatic baby swings with features, such as harnesses and automatic shut-off, to add to their safety. Along with this, the design and aesthetics of automatic baby swings represent another major growth-inducing factor. For instance, a wide variety of colors, patterns, and materials have prompted parents to choose a swing that complements their decor and personal style. Furthermore, the integration of technology in automatic baby swings, such as Bluetooth connectivity, built-in music, and adjustable speed and motion settings, provides a personalized experience for both baby and parent. On account of these factors, the market is anticipated to create a positive outlook in the coming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global automatic baby swing market, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product type, age group, distribution channel, and end user.

#### Product Type Insights:

Full-sized Automatic Baby Swing

Portable Automatic Baby Swing

The report has provided a detailed breakup and analysis of the automatic baby swing market based on the product type. This includes full-sized automatic baby swing and portable automatic baby swing. According to the report, full-sized automatic baby swing represented the largest segment.

#### Age Group Insights:

Infant

New-born

Toddler

Child

A detailed breakup and analysis of the automatic baby swing market based on the age group has also been provided in the report. This includes infant, new-born, toddler, and child. According to the report, new born accounted for the largest market share.

#### Distribution Channel Insights:

Online

Offline

The report has provided a detailed breakup and analysis of the automatic baby swing market based on the distribution channel. This includes online and offline. According to the report, offline represented the largest segment.

#### End User Insights:

Residential

Commercial

Nursery

Orphanages and Child Care Centers

Hospitals

Others

A detailed breakup and analysis of the automatic baby swing market based on the end user has also been provided in the report. This includes residential, commercial (nursery, orphanages and childcare centers, hospitals, and others). According to the report, residential accounted for the largest market share.

#### Regional Insights:

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia  
Others  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for automatic baby swing. Some of the factors driving the North America automatic baby swing market included changing lifestyles and busy parenting, technological advancements, increasing focus on infant soothing and comfort, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global automatic baby swing market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include 4moms, Artsana S.p.A., Kids II Inc., Mamas & Papas, Mattel Inc., Mothercare (India) Limited, Newell Brands Inc., Nuna International BV, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global automatic baby swing market performed so far, and how will it

perform in the coming years?

What are the drivers, restraints, and opportunities in the global automatic baby swing market?

What is the impact of each driver, restraint, and opportunity on the global automatic baby swing market?

What are the key regional markets?

Which countries represent the most attractive automatic baby swing market?

What is the breakup of the market based on the product type?

Which is the most attractive product type in the automatic baby swing market?

What is the breakup of the market based on the age group?

Which is the most attractive age group in the automatic baby swing market?

What is the breakup of the market based on distribution channel?

Which is the most attractive distribution channel in the automatic baby swing market?

What is the breakup of the market based on end user?

Which is the most attractive end user in the automatic baby swing market?

What is the competitive structure of the global automatic baby swing market?

Who are the key players/companies in the global automatic baby swing market?

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