

# Baby Carrier Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global baby carrier market size reached US\$ 562.5 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 699.5 Million by 2028, exhibiting a growth rate (CAGR) of 3.7% during 2022-2028. The rising parental concerns regarding safety and well-being of their infants, the introduction of innovative product variants that allow multiple carry positions, and the escalating demand for hands-free convenient solutions to carry infants are some of the major factors propelling the market.

Baby carriers are products designed to securely hold and carry infants or young children against the caregiver's body. They provide a hands-free and convenient way for parents or caregivers to keep their baby close while having the freedom to move around and engage in various activities. They typically consist of straps, buckles, and fabric panels that create a supportive structure to hold the baby securely. They also have padded shoulder straps and a waist belt for even weight distribution. In addition, they offer different carrying positions, such as front carry back carry, and hip carry. These carriers are designed for infants and toddlers, and some models offer adjustable settings to accommodate the growth of the child.

The market is primarily driven by the increasing number of nuclear families across the globe. In addition, there is an escalating demand for buckled baby carriers due to their ergonomic two-shouldered and comfortable seating design. These baby carriers are economical and lightweight and support the weight, hips and spine of the babies. Besides, the governing agencies of numerous countries are implementing stringent safety standards on the manufacturing of baby carriers, which is encouraging leading players to add innovative features that allow multiple carry positions. Moreover, the easy product availability on e-commerce channels, the increasing number of working women, and the growing influence of social media platforms on consumer buying decisions are some of the other factors contributing to market growth.

### Baby Carrier Market Trends/Drivers:

The rising parental concerns regarding well-being of their infants

The rising parental concerns regarding the safety and well-being of their infants are significantly impacting the market. Parents today prioritize the safety and comfort of their babies, driving changes in product design, manufacturing standards, and consumer preferences within the industry. Moreover, parents are concerned about their infants' comfort, especially in warmer climates or during physical activities. As a result, there is a demand for baby carriers made from breathable fabrics that allow for proper air circulation and temperature regulation. Besides, carriers with moisture-wicking properties and mesh panels are also gaining popularity due to their ability to keep babies cool and comfortable.

The introduction of innovative product variants

The introduction of innovative product variants is significantly impacting the market, driving growth and shaping consumer preferences. Manufacturers are constantly innovating to meet the evolving needs of parents and caregivers, leading to the development of new and improved baby carrier options. These innovative product variants offer unique features, designs, and functionalities that cater to specific requirements and preferences. They also feature advanced padding, adjustable straps, lumbar support, and ergonomic seating positions that promote optimal hip and spine alignment. Besides, innovative baby carrier variants offer a range of carrying positions to accommodate different developmental stages and preferences, which is accelerating its adoption across the globe.

The escalating demand for hands-free convenient solutions

Nowadays, parents and caregivers are increasingly seeking products that offer them the freedom to multitask and go about their daily activities while keeping their infants close and secure. Hands-free baby carriers allow caregivers to have their hands available for other tasks while keeping their baby close. This convenience enables parents to navigate crowded spaces, perform household chores, run errands, or engage in outdoor activities while maintaining a strong bond with their infants, thus contributing to market growth. Besides, the demand for hands-free and convenient solutions has led to the development of compact and portable baby carriers. Foldable or collapsible designs allow caregivers to easily store and transport the carrier when not in use.

Baby Carrier Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global baby carrier market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on product type and distribution channel.

Breakup by Product Type:

Buckled Carrier

Wrap Carrier

Sling Carrier

Others

Buckled carrier dominates the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes buckled carrier, wrap carrier, sling carrier, and others.

According to the report, buckled carrier represented the largest segment.

Buckled carriers are known for their simplicity and ease of use. They typically feature adjustable straps and buckles that allow caregivers to secure and adjust the carrier quickly and easily. The buckles provide a reliable and secure fastening, ensuring that the carrier stays in place during use. The straightforward design of buckled carriers makes them accessible to a wide range of users, including those who may be less familiar with babywearing techniques. Moreover, buckled carriers offer quick and convenient fastenings, allowing parents to easily put on and take off the carrier without the need for complex wrapping or tying. This convenience is particularly valued by parents who have limited time or who need to switch between different caregivers frequently.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Online Stores

Others

Specialty stores hold the largest share in the market

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, online stores, and others. According to the report, specialty stores accounted for the largest market share.

Specialty stores dedicated to baby products typically offer a wide and diverse range of baby carriers. They curate their product selection to cater specifically to the needs of parents and caregivers, ensuring a comprehensive range of options from various brands, styles, and designs. This extensive product range allows customers to compare different carriers and choose the one that best suits their preferences, budget, and specific requirements. Moreover, these stores employ staff members who possess expertise and in-depth knowledge about baby carriers. They are trained to provide personalized assistance, guidance, and recommendations based on individual needs and preferences. This expertise helps customers make informed decisions, understand the features and benefits of different carriers, and ensure proper usage and fit for optimal comfort and safety.

Breakup by Region:

North America  
United States  
Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others

Middle East and Africa

Europe exhibits a clear dominance in the market

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, Europe was the largest market.

Europe has a relatively high birth rate compared to other regions, contributing to a large and continuously growing customer base for baby products, including baby carriers. The high population density in many European countries further drives the demand for baby carriers, as parents and caregivers seek convenient and hands-free solutions for urban living environments. Moreover, the region has stringent safety and quality standards for baby products, including baby carriers. European parents prioritize the safety and well-being of their infants, and they look for products that meet rigorous safety regulations and standards. Baby carriers that comply with these standards and offer reliable safety

features are gaining immense traction in the region.

#### Competitive Landscape:

The competitive landscape of the market is characterized by the presence of several established players as well as emerging companies. The market is highly competitive, with companies striving to differentiate themselves through product innovation, safety features, comfort, brand reputation, and marketing strategies. Nowadays, key players are introducing soft-structured carriers with features such as adjustable straps, lumbar support, and multiple carrying positions. They are also using biomaterials for producing eco-friendly baby carriers to cater to environmentally conscious parents. Moreover, the leading players are integrating advanced technologies to expand their consumer base and strengthen their foothold in the market.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Artsana S.p.A.

Baby K'tan

BabyBjörn AB

Britax Child Safety Inc.

Ergobaby

Firstcry Retail DWC-LLC

Goodbaby International Holdings Ltd

Lalabu LLC

Moby Wrap Inc.

Tomy Company Ltd.

#### Recent Developments:

Ergobaby introduced Ergobaby Omni Breeze, a new addition to their baby carrier lineup. The Omni Breeze features a lightweight and breathable mesh fabric, making it suitable for warmer climates and providing increased airflow for both the baby and the caregiver.

BabyBjörn launched the Baby Carrier Mini in 2020, targeting newborns and infants up to approximately 12 months old. The Baby Carrier Mini is designed to be easy to use and provides an ergonomic carrying position for newborns without the need for an infant insert.

FirstCry Retail DWC-LLC has expanded its retail presence in the United Arab Emirates, opening new physical stores across different locations. This expansion strategy allows them to reach a wider customer base and provide in-person shopping experiences for customers looking for baby carriers.

#### Key Questions Answered in This Report:

How has the global baby carrier market performed so far, and how will it perform in the

coming years?

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

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

What are the key regional markets?

Which countries represent the most attractive baby carrier market?

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

Which is the most attractive product type in the baby carrier market?

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

Which is the most attractive distribution channel in the baby carrier market?

What is the competitive structure of the global baby carrier market?

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

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL BABY CARRIER MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY PRODUCT TYPE**

- 6.1 Buckled Carrier
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Wrap Carrier
  - 6.2.1 Market Trends

- 6.2.2 Market Forecast
- 6.3 Sling Carrier
  - 6.3.1 Market Trends
  - 6.3.2 Market Forecast
- 6.4 Others
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast

## **7 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 7.1 Supermarkets and Hypermarkets
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Specialty Stores
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Online Stores
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Others
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast

## **8 MARKET BREAKUP BY REGION**

- 8.1 North America
  - 8.1.1 United States
    - 8.1.1.1 Market Trends
    - 8.1.1.2 Market Forecast
  - 8.1.2 Canada
    - 8.1.2.1 Market Trends
    - 8.1.2.2 Market Forecast
- 8.2 Asia Pacific
  - 8.2.1 China
    - 8.2.1.1 Market Trends
    - 8.2.1.2 Market Forecast
  - 8.2.2 Japan
    - 8.2.2.1 Market Trends
    - 8.2.2.2 Market Forecast



### 8.2.3 India

#### 8.2.3.1 Market Trends

#### 8.2.3.2 Market Forecast

### 8.2.4 South Korea

#### 8.2.4.1 Market Trends

#### 8.2.4.2 Market Forecast

### 8.2.5 Australia

#### 8.2.5.1 Market Trends

#### 8.2.5.2 Market Forecast

### 8.2.6 Indonesia

#### 8.2.6.1 Market Trends

#### 8.2.6.2 Market Forecast

### 8.2.7 Others

#### 8.2.7.1 Market Trends

#### 8.2.7.2 Market Forecast

## 8.3 Europe

### 8.3.1 Germany

#### 8.3.1.1 Market Trends

#### 8.3.1.2 Market Forecast

### 8.3.2 France

#### 8.3.2.1 Market Trends

#### 8.3.2.2 Market Forecast

### 8.3.3 United Kingdom

#### 8.3.3.1 Market Trends

#### 8.3.3.2 Market Forecast

### 8.3.4 Italy

#### 8.3.4.1 Market Trends

#### 8.3.4.2 Market Forecast

### 8.3.5 Spain

#### 8.3.5.1 Market Trends

#### 8.3.5.2 Market Forecast

### 8.3.6 Russia

#### 8.3.6.1 Market Trends

#### 8.3.6.2 Market Forecast

### 8.3.7 Others

#### 8.3.7.1 Market Trends

#### 8.3.7.2 Market Forecast

## 8.4 Latin America

### 8.4.1 Brazil

- 8.4.1.1 Market Trends
- 8.4.1.2 Market Forecast

#### 8.4.2 Mexico

- 8.4.2.1 Market Trends
- 8.4.2.2 Market Forecast

#### 8.4.3 Others

- 8.4.3.1 Market Trends
- 8.4.3.2 Market Forecast

### 8.5 Middle East and Africa

- 8.5.1 Market Trends
- 8.5.2 Market Breakup by Country
- 8.5.3 Market Forecast

## 9 SWOT ANALYSIS

- 9.1 Overview
- 9.2 Strengths
- 9.3 Weaknesses
- 9.4 Opportunities
- 9.5 Threats

## 10 VALUE CHAIN ANALYSIS

## 11 PORTERS FIVE FORCES ANALYSIS

- 11.1 Overview
- 11.2 Bargaining Power of Buyers
- 11.3 Bargaining Power of Suppliers
- 11.4 Degree of Competition
- 11.5 Threat of New Entrants
- 11.6 Threat of Substitutes

## 12 PRICE ANALYSIS

## 13 COMPETITIVE LANDSCAPE

- 13.1 Market Structure

## 13.2 Key Players

### 13.3 Profiles of Key Players

#### 13.3.1 Artsana S.p.A.

##### 13.3.1.1 Company Overview

##### 13.3.1.2 Product Portfolio

##### 13.3.1.3 Financials

#### 13.3.2 Baby K'tan

##### 13.3.2.1 Company Overview

##### 13.3.2.2 Product Portfolio

#### 13.3.3 BabyBjörn AB

##### 13.3.3.1 Company Overview

##### 13.3.3.2 Product Portfolio

##### 13.3.3.3 Financials

#### 13.3.4 Britax Child Safety Inc.

##### 13.3.4.1 Company Overview

##### 13.3.4.2 Product Portfolio

#### 13.3.5 Ergobaby

##### 13.3.5.1 Company Overview

##### 13.3.5.2 Product Portfolio

#### 13.3.6 Firstcry Retail DWC-LLC

##### 13.3.6.1 Company Overview

##### 13.3.6.2 Product Portfolio

#### 13.3.7 Goodbaby International Holdings Ltd.

##### 13.3.7.1 Company Overview

##### 13.3.7.2 Product Portfolio

#### 13.3.8 Lalabu LLC

##### 13.3.8.1 Company Overview

##### 13.3.8.2 Product Portfolio

#### 13.3.9 Moby Wrap Inc.

##### 13.3.9.1 Company Overview

##### 13.3.9.2 Product Portfolio

#### 13.3.10 Tomy Company Ltd.

##### 13.3.10.1 Company Overview

##### 13.3.10.2 Product Portfolio

##### 13.3.10.3 Financials

## List Of Tables

### LIST OF TABLES

Table 1: Global: Baby Carrier Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Baby Carrier Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Baby Carrier Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Baby Carrier Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 5: Global: Baby Carrier Market: Competitive Structure

Table 6: Global: Baby Carrier Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Baby Carrier Market: Major Drivers and Challenges

Figure 2: Global: Baby Carrier Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 4: Global: Baby Carrier Market: Breakup by Product Type (in %), 2022

Figure 5: Global: Baby Carrier Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Baby Carrier Market: Breakup by Region (in %), 2022

Figure 7: Global: Baby Carrier (Buckled Carrier) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 8: Global: Baby Carrier (Buckled Carrier) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 9: Global: Baby Carrier (Wrap Carrier) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Baby Carrier (Wrap Carrier) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Baby Carrier (Sling Carrier) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Baby Carrier (Sling Carrier) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Baby Carrier (Other Product Types) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Baby Carrier (Other Product Types) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Baby Carrier (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Baby Carrier (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Baby Carrier (Specialty Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Baby Carrier (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Baby Carrier (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Baby Carrier (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Baby Carrier (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 22: Global: Baby Carrier (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: North America: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: United States: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: United States: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Canada: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Canada: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: North America: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: Asia Pacific: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: China: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: China: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Japan: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Japan: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: India: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: India: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: South Korea: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: South Korea: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Australia: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Australia: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Indonesia: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Indonesia: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Others: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Others: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Asia Pacific: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Europe: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Germany: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Germany: Baby Carrier Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 48: France: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: France: Baby Carrier Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 50: United Kingdom: Baby Carrier Market: Sales Value (in Million US\$), 2017 &  
2022

Figure 51: United Kingdom: Baby Carrier Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 52: Italy: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Italy: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Spain: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Spain: Baby Carrier Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 56: Russia: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Russia: Baby Carrier Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 58: Others: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Others: Baby Carrier Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 60: Europe: Baby Carrier Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 61: Latin America: Baby Carrier Market: Sales Value (in Million US\$), 2017 &  
2022

Figure 62: Brazil: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Brazil: Baby Carrier Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 64: Mexico: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Mexico: Baby Carrier Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 66: Others: Baby Carrier Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Others: Baby Carrier Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 68: Latin America: Baby Carrier Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 69: Middle East and Africa: Baby Carrier Market: Sales Value (in Million US\$),  
2017 & 2022

Figure 70: Middle East and Africa: Baby Carrier Market: Breakup by Country (in %), 2022

Figure 71: Middle East and Africa: Baby Carrier Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Global: Baby Carrier Industry: SWOT Analysis

Figure 73: Global: Baby Carrier Industry: Value Chain Analysis

Figure 74: Global: Baby Carrier Industry: Porter's Five Forces Analysis



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