

# **China Maternity Goods Market Report by Duration (Postnatal Period, Pregnancy Period), Product Type (Nutrients and Health Care Products, Maternity Wear, Skin Care Products, and Others), Distribution Channel (Supermarkets and Hypermarkets, Departmental Stores, Online, Brand Stores, Maternal Stores, and Others), and Province 2024-2032**

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## **Abstracts**

The China maternity goods market size reached US\$ 31.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 87.0 Billion by 2032, exhibiting a growth rate (CAGR) of 11.8% during 2024-2032.

Maternity goods are utilized by women during pregnancy and the postpartum stage. They generally include clothing items, health care goods and skincare products. At present, there is a rise in the demand for maternity goods in the People's Republic of China. This can be accredited to rapid urbanization, inflating income levels and a huge population. Besides this, the rising awareness about the complexities in childbirth and fertility issues are boosting the sales of these products in the country.

Introduced in 1979, the one-child policy was a part of the birth planning program that was designed to control the size of the rapidly growing population in China. However, the Government of China announced a relaxation and replaced it with the two-child policy in 2015. Consequently, there is a significant rise in the birth rate, which, in turn, has increased the demand for maternity goods in the country. Apart from this, the growing number of working women and the escalating demand for maternity goods during the prenatal and postnatal stages is also strengthening the market growth. Furthermore, owing to the strong influence of social media platforms and the increasing

awareness among individuals about the harmful effects of chemicals, the demand for natural and organic maternity skincare products is increasing. Therefore, some of the leading players are introducing organic product variants. They are also investing in various promotional campaigns to expand their existing consumer base. Moreover, on account of the continuously increasing popularity of e-commerce platforms, these players are selling their products through different online distribution channels.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the China maternity goods market report, along with forecasts at the country and province level from 2024-2032. Our report has categorized the market based on duration, product type and distribution channel.

#### Breakup by Duration:

Postnatal Period  
Pregnancy Period

At present, maternity goods for the postnatal period exhibit a clear dominance in the market.

#### Breakup by Product Type:

Nutrients and Health Care Products  
Maternity Wear  
Skin Care Products  
Others

Nutrients and health care products account for the majority of the total market share.

#### Breakup by Distribution Channel:

Supermarkets and Hypermarkets  
Departmental Stores  
Online  
Brand Stores  
Maternal Stores  
Others

Maternity goods are usually sold through supermarkets and hypermarkets in China.

Breakup by Province:

Guangdong  
Jiangsu  
Zhejiang  
Henan  
Sichuan

Guangdong province currently enjoys the leading position in the market.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are:

Maternity Nutrients and Healthcare Key Players:

Health and Happiness (H&H) International Holdings Limited  
Tomson Group Limited  
Real Nutraceutical Group Limited

Maternity Wear Key Players:

Shanghai October Mommy Network Co., Ltd.  
Happy House Company  
Mum & me  
Nanchang Jingqi Clothing Co., Ltd.

Maternity Skin Care Key Players:

Kangaroo Mother  
Pro Run  
Pigeon Corporation

Key Questions Answered in This Report:

How has the China maternity goods market performed so far and how will it perform in

the coming years?

What has been the impact of COVID-19 on the China maternity goods market?

What are the major provinces in the industry?

Which are the popular product types in the industry?

What are the key duration segments in the industry?

What are the major distribution channels in the industry?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the China maternity goods market and who are the key players?

What is the degree of competition in the industry?

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