

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?

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 CHINA MATERNITY GOODS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Duration
- 5.5 Market Breakup by Product Type
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Breakup by Provinces
- 5.8 Market Forecast
- 5.9 SWOT Analysis
 - 5.9.1 Overview
 - 5.9.2 Strengths
 - 5.9.3 Weaknesses
 - 5.9.4 Opportunities
 - 5.9.5 Threats

- 5.10 Value Chain Analysis
- 5.11 Porters Five Forces Analysis
 - 5.11.1 Overview
 - 5.11.2 Bargaining Power of Buyers
 - 5.11.3 Bargaining Power of Suppliers
 - 5.11.4 Degree of Competition
 - 5.11.5 Threat of New Entrants
 - 5.11.6 Threat of Substitutes

6 MARKET BREAKUP BY DURATION

- 6.1 Postnatal Period
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Pregnancy Period
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY PRODUCT TYPE

- 7.1 Nutrients and Healthcare Products
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Maternity Wear
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Skin Care Products
 - 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 DISTRIBUTION CHANNEL

- 8.1 Supermarkets and Hypermarkets
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Departmental Stores

- 8.2.1 Market Trends
- 8.2.2 Market Forecast
- 8.3 Online
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Brand Stores
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 8.5 Maternal Stores
 - 8.5.1 Market Trends
 - 8.5.2 Market Forecast
- 8.6 Others
 - 8.6.1 Market Trends
 - 8.6.2 Market Forecast

9 MARKET BREAKUP BY PROVINCES

- 9.1 Guangdong Province
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Jiangsu Province
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Zhejiang Province
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Henan Province
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 Sichuan Province
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast

10 COMPETITIVE LANDSCAPE

- 10.1 Market Structure
- 10.2 Key Players

11 KEY PLAYER PROFILES

11.1 Maternity Nutrients and Healthcare Key Players

11.1.1 H&H International Holdings

11.1.2 Tomson Bianjian

11.1.3 Real Nutraceutical Group Limited.

11.2 Maternity Wear Key Players

11.2.1 October Mommy

11.2.2 Happy House

11.2.3 Mum &me

11.2.4 Nanchang Jingqi Clothing Co., Ltd.

11.3 Maternity Skin Care Key Players

11.3.1 Kangaroo Mother

11.3.2 Pro Run

11.3.3 Pigeon

List Of Tables

LIST OF TABLES

Table 1: China: Maternity Goods Market: Key Industry Highlights, 2023 and 2032

Table 2: China: Maternity Goods Market Forecast: Breakup by Duration (in Million US\$), 2024-2032

Table 3: China: Maternity Goods Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 4: China: Maternity Goods Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: China: Maternity Goods Market Forecast: Breakup by Provinces (in Million US\$), 2024-2032

Table 6: China: Maternity Goods Market Structure

Table 7: China: Maternity Goods Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: China: Maternity Goods Market: Major Drivers and Challenges

Figure 2: China: Maternity Goods Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: China: Maternity Goods Market: Breakup by Duration (in %), 2023

Figure 4: China: Maternity Goods Market: Breakup by Product Type (in %), 2023

Figure 5: China: Maternity Goods Market: Breakup by Distribution Channel (in %), 2023

Figure 6: China: Maternity Goods Market: Breakup by Provinces (in %), 2023

Figure 7: China: Maternity Goods Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 8: China: Maternity Goods Industry: SWOT Analysis

Figure 9: China: Maternity Goods Industry: Value Chain Analysis

Figure 10: China: Maternity Goods Industry: Porter's Five Forces Analysis

Figure 11: China: Maternity Goods Market (Postnatal Period): Sales Value (in Million US\$), 2018 & 2023

Figure 12: China: Maternity Goods Market (Postnatal Period) Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: China: Maternity Goods Market (Pregnancy Period): Sales Value (in Million US\$), 2018 & 2023

Figure 14: China: Maternity Goods Market (Pregnancy Period) Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: China: Maternity Goods Market (Nutrients and Healthcare Products): Sales Value (in Million US\$), 2018 & 2023

Figure 16: China: Maternity Goods Market (Nutrients and Healthcare Products) Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: China: Maternity Goods Market (Maternity Wear): Sales Value (in Million US\$), 2018 & 2023

Figure 18: China: Maternity Goods Market (Maternity Wear) Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: China: Maternity Goods Market (Skin Care Products): Sales Value (in Million US\$), 2018 & 2023

Figure 20: China: Maternity Goods Market (Skin Care Products) Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: China: Maternity Goods Market (Other Product Types): Sales Value (in Million US\$), 2018 & 2023

Figure 22: China: Maternity Goods Market (Other Product Types) Forecast: Sales Value (in Million US\$), 2024-2032

- Figure 23: China: Maternity Goods Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2018 & 2023
- Figure 24: China: Maternity Goods Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2024-2032
- Figure 25: China: Maternity Goods Market: Sales through Departmental Stores (in Million US\$), 2018 & 2023
- Figure 26: China: Maternity Goods Market Forecast: Sales through Departmental Stores (in Million US\$), 2024-2032
- Figure 27: China: Maternity Goods Market: Sales through Online (in Million US\$), 2018 & 2023
- Figure 28: China: Maternity Goods Market Forecast: Sales through Online (in Million US\$), 2024-2032
- Figure 29: China: Maternity Goods Market: Sales through Brand Stores (in Million US\$), 2018 & 2023
- Figure 30: China: Maternity Goods Market Forecast: Sales through Brand Stores (in Million US\$), 2024-2032
- Figure 31: China: Maternity Goods Market: Sales through Maternal Stores (in Million US\$), 2018 & 2023
- Figure 32: China: Maternity Goods Market Forecast: Sales through Maternal Stores (in Million US\$), 2024-2032
- Figure 33: China: Maternity Goods Market: Sales through Other Distribution Channels (in Million US\$), 2018 & 2023
- Figure 34: China: Maternity Goods Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2024-2032
- Figure 35: Guangdong Province: Maternity Goods Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 36: Guangdong Province: Maternity Goods Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 37: Jiangsu Province: Maternity Goods Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 38: Jiangsu Province: Maternity Goods Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 39: Zhejiang Province: Maternity Goods Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 40: Zhejiang Province: Maternity Goods Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 41: Henan Province: Maternity Goods Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 42: Henan Province: Maternity Goods Market Forecast: Sales Value (in Million

US\$), 2024-2032

Figure 43: Sichuan Province: Maternity Goods Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: Sichuan Province: Maternity Goods Market Forecast: Sales Value (in Million US\$), 2024-2032

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