

# Baby Booster Seat Market - Forecasts from 2020 to 2025

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## Abstracts

The baby booster seat market is projected was valued at US\$1.725 billion in 2019. A baby booster seat or a baby high chair is a type of baby furniture that is used to feed infants and young toddlers. These chairs are raised above the ground that enables the parent to easily feed the baby in standing position. Also, these seats come with buckles and belts that further ensures the safety of the baby along with holding the baby in one position. These chairs are portable, lightweight, and durable that is one of the major factor driving the adoption of these seats. The market is poised to witness a healthy growth over the course of the next five years on account of the growing inclination of the parents living in the developing economies towards convenience an safety products due to rising purchasing power and growing middle-class population, especially in countries like India and China. Rapid urbanization has led to an increase in the number of people living across urban areas has led to a dramatic change in the lifestyle of the people. This, in turn, is further augmenting the adoption of various baby convenience products, thereby expected to positively impacting the baby booster seat market growth during the next five years. Also, in developing APAC countries are keen to provide the best for their babies, hence, they tend to choose innovative baby care products, further boosting the market demand for innovative baby care products, propagating the market growth in the forecast period. Furthermore, the positive live birth rates in some countries around the globe and the stable fertility rate in the developing economies of the world are also some of the key factors bolstering the booster seat market growth in the next five years. For instance, according to the Ministry of Statistics and Programme Implementation, Government of India, the number of births per woman is constant, which is 2.3 births per woman during the period of 2013 to 2016.

Furthermore, the rising concerns of the parents to teach their babies proper table manners and etiquettes is also a major factor bolstering the growth of baby booster seat

as these chairs come with attached tables, thus, these can be kept next to dining places where babies can see their parents actions and can further learn their habits.

The growing middle-class population is projected to drive the growth

One of the key factors supplementing the demand for baby booster seats includes the positive growth in the middle-class population in the developing economies of the globe. The rising purchasing power of the people is driving the demand for modern products by the people living in these economies. According to the middle-income consumer survey conducted by the Hong Kong Trade Development Council (HKTDC), the wide range of consumers in the ASEAN region are willing to spend on better quality products, this includes 94.5 percent of people in Jakarta, 91.1 percent of people living in Kuala Lumpur, and 94.5 percent people living in Bangkok. Hence, the growing middle-class population is further contributing to the market growth during the forecast period.

The baby booster seat market has been classified into distribution channel, and geography. On the basis of the distribution channel, the classification of the market is done into online and offline. Geographically, the market has been classified into North America, South America, Europe, Middle East and Africa, and Asia Pacific.

Offline segment to hold a decent share

By the distribution channel, the offline segment is anticipated to hold a substantial share in the global market. The major factor bolstering the share of this segment includes the presence of a considerably large share of the population that is reluctant towards online shopping. Furthermore, the presence of a vast number of retailers is also a major factor bolstering the growth of this segment during the next five years.

The online segment is projected to show a robust growth in the next five years. The rising smartphone penetration along with the growing penetration of the internet across the developing of the world has led to an upsurge in online sales. Moreover, the dynamic pricing coupled with the high discounts offered by numerous online platforms is also amplifying the growth of this segment in the coming years. Additionally, the presence of numerous platforms focusing only on baby care products also shows the potential for the growth of this segment throughout the next five years.

APAC to witness a healthy growth

Geographically, the North American region is anticipated to hold a decent share in the market throughout the forecast period. The major factor supplementing the growth in the region during the next five years includes the presence of various market players in the region. Moreover, the high purchasing power of the people in countries like the United States and Canada is also a key factor driving the market growth in the region. The Asia Pacific region is estimated to witness a rapid growth driven by a large population base, while also witnessing a steep rise in the new births and fast-growing economies. Furthermore, the developing economies such as India and China are now being targeted by multiple key international players in the market, thus further improving the scope of the market in the years to come.

### Competitive Insights

Prominent key market players in the baby booster seat market include Astrana Group, Fisher-Price, and Evenflo among others. These companies hold a noteworthy share in the market on account of their good brand image and product offerings. Major players in the baby booster seat market have been covered along with their relative competitive position and strategies. The report also mentions recent deals and investments of different market players over the last two years.

### Segmentation

#### By Distribution Channel

Online

Offline

#### By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific

China

Japan

South Korea

India

Others

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\*List is not exhaustive

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