

Baby Car Seat Market - Forecasts from 2020 to 2025

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Abstracts

Global baby car seat market was valued at US\$1.697 billion in 2019. Rising awareness about the safety of babies and infants among parents is the major driver of the baby car seat market. Growing middle-class population and living standards coupled with increasing urbanization have resulted in a rise in the ownership of cars. As such, people are opting for different types of baby car seats due to growing concerns regarding the safety and security of infants supported by rising affordability. This is driving the global market growth of baby car seat significantly.

The increasing number of global car accidents has also triggered the demand for baby car seats across the globe in order to prevent the risks from any car injury. According to the World Health Organization (WHO) data, approximately 1.35 million people die each year due to road traffic crashes. Also, road traffic injuries are the leading cause of death for children and young adults aged between 5 and 29 years. Governments and international organizations are also implementing several traffic safety regulations and policy measures making baby car seats mandatory to ensure a child's safety, thus positively impacting the overall baby car seat market. For example, in all US states, it is mandatory to use child safety seats in automobiles. The leading urban center in China- Shanghai- revised the 'Shanghai Minors Protection Regulation' in 2013 and created a mandatory age-appropriate child safety seat to be utilized in private cars for children aged between 0 and 4 years, effective from March 1, 2014.

Manufacturers are investing heavily to incorporate advanced technologies and innovations with car seats to improve overall safety in a vehicle. Market players are involved in various growth strategies and diversifying their product portfolio in order to gain a larger share, thereby propelling the global market growth of baby car seats. Emerging markets in countries like Brazil, India, and Thailand offer lucrative opportunities for baby car seat manufacturers to expand their customer base. Factors such as increasing awareness about benefits of baby car seats, growing working

women population, and rising disposable incomes are expected to spur the market growth of baby car seats in these emerging markets during the forecast period.

However, declining birth rates in various countries, especially in developed economies such as the United States, Japan, and the United Kingdom, is the key challenge faced by baby car seat vendors and is restraining the market growth. According to the World Bank Group data, birth rate (per 1,000 people) declined from 13 in 2010 to 11.8 in 2017 in the United States.

The global baby car seat market has been segmented on the basis of type, sales channel, and geography. By type, the global baby car seat market has been segmented as infant car seat, convertible car seat, 3-in-1 car seat, and booster car seat. The global baby car seat market has been also segmented by sales channel as online and offline.

Offline dominates the global baby car seat market

By sales channel, the offline segment accounted for the major market share in 2019 and will remain at its position till the end of the forecast period. This dominance is attributed to the availability of a wide range of products in offline stores. Moreover, customers get thorough details about different types of baby car seats with detailed instructions about installation and after-sale services from salespersons which help them to make a better purchasing decision. The online segment will grow at a decent compound annual growth rate during the forecast period on account of growing inclination towards online purchases and the ease and convenience in ordering products via online stores such as Amazon.

Europe holds a notable share in the global baby car seat market

Geographically, the global baby car seat market has been segmented as North America, South America, Europe, Middle East and Africa, and Asia Pacific. Europe accounted for a significant market share in 2019 owing to the strict laws and regulations regarding child safety. Countries such as France, Spain, Germany, Italy, Denmark, and the Netherlands have already made it mandatory to use a car seat for children who have a height less than 150 cm to ensure their safety and protection. As such, this regional market is poised to remain at its position until the end of the forecast period. Asia Pacific is projected to witness a substantial CAGR during the forecast period. Rising awareness regarding the safety of children while traveling is driving the demand for baby car seats across this region. Supportive government campaigns and policies in countries like China and India are also contributing to the regional market growth of

baby car seat. For example, the Government of India, in October 2014, mandated for every car maker in India to equip their cars with the provision for installing child seats.

Recent Developments:

April 2018: Car seat specialist Maxi-Cosi launched the world's first child car seat with built-in airbags, and is available for the purchase in the UK. The airbag child car seat was developed in collaboration with the mobile airbag company Helite.

April 2018: Goodbaby International won various awards at Juvenile Products Manufacturers Association (JPMA) Baby Show held in the U.S. The awards included the Parent's Pick Award for the Evenflo EveryStage All-in-One Convertible Car Seat.

Competitive Insights

Prominent key market players in the global baby car seat market include Goodbaby International Holdings Ltd., RECARO Holding GmbH, Mothercare plc, RENOLUX, Newell Brands, InfaSecure, Monahan Products, LLC DBA UPPAbaby, Britax, DIONO, LLC, Dorel Juvenile, and Clek Inc. These companies hold a noteworthy share in the market on account of their good brand image and product offerings. Major players in the global baby car 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 Type

Infant Car Seat

Convertible Car Seat

3-in-1 Seat

Booster Car Seats

By Sales Channel

Online

Offline

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Spain

Italy

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

South Korea

Australia

India

Others

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