

Global Maternal and Child Economy Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Maternal and Child Economy market size is predicted to grow from US\$ 36590 million in 2025 to US\$ 61640 million in 2032; it is expected to grow at a CAGR of 7.9% from 2026 to 2032.

In 2024, global maternal and child economy production reached approximately 1.45 million units, with an average global market price of around US\$240 per unit. The maternal and infant economy is an economic field that covers goods and services related to pregnant women and infants aged 0-14. With the rapid development of the economy and the change in consumption concepts of the new generation of parents, the maternal and infant economy has become a market with huge potential and sustained growth momentum.

With the adjustment of population policies, the improvement of people's economic conditions and the change of consumption concepts, the proportion of family expenditure on maternal pregnancy and infant raising has continued to rise, providing a solid material foundation for the development of the maternal and infant economy. The upstream of the maternal and infant industry chain is mainly the brand suppliers of maternal and infant products, the midstream is various sales channels (including offline channels such as maternal and infant specialty stores, supermarkets, department stores, etc., and online channels such as comprehensive e-commerce, vertical e-commerce, maternal and infant communities, O2O e-commerce, etc.), and the downstream is the end consumers. In the maternal and infant market, the leading companies have occupied the leading position in the market with their strong brand strength, perfect service system and precise market positioning. At the same time, with the saturated competitive environment and the homogenization of maternal and infant products, more and more companies have begun to focus on exports and compete with

international brands. At present, the maternal and infant economy is undergoing profound changes and rapid development. In the future, with the continuous changes and upgrades in consumer demand and the continuous advancement of technology, the maternal and infant market will show a trend of more diversification, personalization and specialization.

LPI (LP Information)' newest research report, the 'Maternal and Child Economy Industry Forecast' looks at past sales and reviews total world Maternal and Child Economy sales in 2025, providing a comprehensive analysis by region and market sector of projected Maternal and Child Economy sales for 2026 through 2032. With Maternal and Child Economy sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Maternal and Child Economy industry.

This Insight Report provides a comprehensive analysis of the global Maternal and Child Economy landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Maternal and Child Economy portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Maternal and Child Economy market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Maternal and Child Economy and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Maternal and Child Economy.

This report presents a comprehensive overview, market shares, and growth opportunities of Maternal and Child Economy market by product type, application, key players and key regions and countries.

Segmentation by Type:

Care Products

Food

Toys

Furniture

Electrical appliances

Others

Segmentation by Application:

Online Sales

Mother and Baby Stores

Supermarkets

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Goodbaby International

Johnson & Johnson

Pigeon

Philips Avent

Dr. Brown's

NUK Baby Products

Procter & Gamble

Kimberly Clark Corp

BABISIL

Unilever Plc.

Nestle S.A.

Cotton Babies

KCWW

Nuby

MamyPoko

Pampers

Baby Brezza

Evenflo

Infaye

Delta Children

Feihe

Beinmei

Yili

Junlebao

Insoftb

VTech

Beinshi

Hengan Group

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