

Baby High Chair Market Assessment, By Product Type [Standard High Chairs, Foldable High Chairs, Convertible high chairs, Portable high chair , Space Saver High Chairs, Single Stem High Chairs, Others], By Material Type [Wood, Plastic, Metal], By Age Group [4-6 months, 6-12 months, 1-2 years], By Distribution Channel [Online, Offline], By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

Global baby high chair market size was valued at USD 2.05 billion in 2022, expected to reach USD 3.19 billion in 2030, with a CAGR of 5.7% for the forecast period between 2023 and 2030. The market greatly depends on the birth rates of different countries as well as the awareness of people towards maintaining the quality of life. The birth rate in the United States has been growing consistently since 2019 at 0.09%. In 2023, the birth rate for the country is 12.023 births per 1000 people, which is 0.09% more than the previous year. This gradual increase in birth rates across various countries fuels the demand for baby high chairs.

Through greater global urbanization rate and awareness of ergonomics in baby products, parents are increasing the demand for ergonomic seats for toddlers and infants. This is further driven by social media and marketing campaigns, resulting in market expansion of the baby high chairs. Moreover, there is an increased number of working women, resulting in a higher number of dual-income households. These women are aware of the importance of ergonomics in baby care products and are willing to spend even higher prices, boosting market growth during the forecast period.

In November 2023, Mockingbird launched a 2-in-1 high chair with unmatched features. The product is designed in a way that it will solve all the problems of the parents making them feel at ease. Mockingbird has eliminated all concerns of the consumers like keeping hidden crumbs from getting trapped. It has also reduced the number of splits in the tray design and added a dishwasher-safe tray liner that is easy to remove with one hand. An adjustable tray allows the customers to customize the depth and height for the ideal seating position, and a supportive seat with an adjustable 5-point safety harness helps keep babies upright in the ideal seating position at all ages and stages. The minimalist and modern design also blends into any space.

Rising E-commerce Industry Creating Potential Opportunities for Market Players

The baby high chair market has seen an increase in e-commerce platforms owing to smartphones and brand websites and applications. Through smartphones and e-commerce, purchasing has become much easier and more convenient as they enable customers to make purchases whenever and wherever they choose, which supports market expansion. The increase in e-commerce platforms has also led to increased availability of baby high chairs, giving parents access to a wide range of designs, styles, colors, and features. Post pandemic, the ecommerce has seen a boom as ordering from websites and other e-commerce platforms is more convenient and easier. Through online purchases, parents can even avail discounts by using coupons and simple online payment options. For instance , in February 2023, Evolve 3-in-1 High Chair was released by ERGObaby Carrier Inc., a brand that is majorly associated with high-end infant carriers. The chair is a multipurpose high chair meant to be used well into adulthood, with a 5-point harness that helps keep babies safe and secure.

Rising Awareness Driving the Baby High Chair Market

A growing awareness about the significance of high chairs has penetrated parenting circles, driven by their multifaceted benefits. Parents increasingly recognize high chairs as essential tools for ensuring child safety, encouraging proper posture, and promoting independent feeding habits. As information spreads through social media, parenting forums, and educational resources, more families are investing in high chairs as a crucial component of infant care. In fact , during the online early childhood education and care roadshow hosted by the NSW Department of Education in May 2022, high chairs were discussed as they can be incredibly useful for very small children. In July 2022, Love All Little Ones, Inc. launched a unique high chair with a 3-in-1 design that transforms from high chair to booster seat to play chair. The chair comes with an adjustable foot rest and a five-point harness along with a wrap-around belly bar that

ensures increased safety of the child.

Growing Working Women Population Fuelling the Demand

High chairs are incredibly helpful to mothers because they give babies a safe and secure place to sit, making it easier for mothers to do household chores. They are designed to minimize potential hazards while maintaining a comfortable and controlled environment. In 2022, 47% of women in the United States started their own businesses as entrepreneurs as compared to the pre-pandemic times when it was just 29%. This dramatic increase has fuelled the demand for baby high chairs. Merging childcare into everyday activities, giving moms more time to handle their obligations effectively gets easy with the help of these chairs. For instance, in July 2023, the Belgian company Childhome BV introduced EVOSIT Adjustable High Chair, which is made using premium quality beech wood with covered screw and bolt design. The chair's seat and footrest can be easily adjusted with a single press of button without tools. The chair is equipped with a five-point safety harness that provides more comprehensive protection than a traditional three-point safety harness.

Impact of COVID-19

The COVID-19 pandemic notably impacted the market for baby high chairs. Due to more people leading homebound lifestyles, there was an increase in the number of online sales of baby products, including high chairs, as lockdowns and restrictions affected retail operations. However, some consumers reduced their non-essential spending due to economic uncertainties, which hindered the growth of the market. Recurring delays and shortages were brought on by supply chain disruptions that affected manufacturing and delivery.

Concerns about safety increased demand for high chairs with surfaces that were simple to clean, which helped to change consumer preferences. Virtual platforms became essential for increasing product sales and awareness. As parents began to prioritize high chairs that were space-saving, robust, and versatile, the market dynamics changed.

The baby high chair market remained strong in the face of difficulties, adjusting to shifting consumer preferences and market dynamics. The industry continued to negotiate new standards as the pandemic passed, striking a balance between safety concerns, and changing consumer expectations.

Key Players Landscape and Outlook

Several major competitors have emerged in the fiercely competitive baby high chair market, each vying for market share in this expanding sector. Well-known companies like Graco Inc., ERGObaby Carrier Inc., and Childhome BV dominate the market with their wide range of products that prioritize comfort, safety, and creative design. These industry leaders frequently use their robust distribution networks and strong brand reputations to reach a worldwide audience. They can create niche markets by focusing on eco-friendly materials or catering to consumer preferences. Startups and newcomers like Stokke AS offer novel viewpoints and frequently focus on slender designs, eco-friendly procedures, and ergonomic considerations. To remain competitive and meet contemporary parents' wide range of needs, companies in the baby high chair market must navigate a dynamic landscape that calls for ongoing research and development investments, strategic alliances, and a close focus on customer feedback. Sustainable production is also gaining prominence in the market.

For instance , the Norwegian company Stokke AS committed to source wood responsibly from around the world for its well-known children's products in 2022 and signed the Science Based Target Initiative to measure and reduce scope 1, 2, and 3 emissions. By 2030, the company plans to have all of its wood products certified by the Forest Stewardship Council.

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