

Baby Cribs and Cots Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Portable, Convertible, Standard, Multifunctional), By Material (Plastic, Metal, Wood, Other), By Sales Channel (Hypermarkets/Supermarkets, Online, Specialty Stores, Others (Direct Sales, etc.)), By Region & Competition, 2021-2031F

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Abstracts

The Global Baby Cribs and Cots Market is projected to expand from USD 1.62 billion in 2025 to USD 2.24 billion by 2031, reflecting a compound annual growth rate of 5.55%. Baby cribs and cots are specialized sleeping furniture for infants, featuring raised and slatted sides designed to prevent accidental falls and provide a secure environment. The market is primarily driven by rapid urbanization and the rising number of nuclear families, which create a necessity for independent and safe sleeping arrangements. Additionally, growing disposable incomes in emerging markets are enabling parents to prioritize high-quality, safety-certified nursery products over traditional alternatives.

One major obstacle to market expansion is the declining birth rate in many developed nations, which reduces the potential customer base and creates uncertainty regarding long-term demand. Growth is further complicated by the high costs involved in meeting strict international safety standards, which can discourage price-sensitive consumers. According to the Juvenile Products Manufacturers Association, its members accounted for 95 percent of prenatal to preschool products sold in North America in 2024. This high concentration highlights the consolidated nature of the sector, where established safety certifications serve as a significant barrier to entry for new competitors.

Market Driver

The dominance of e-commerce and online retail channels is a major force reshaping the global baby cribs and cots market. Leading mass merchants are aggressively expanding their nursery inventories to capture a larger share of parental spending, utilizing both physical stores and digital platforms to reach consumers. As reported by Retail Dive in March 2025, in the article 'Target adds 2000 products to baby assortment', Target introduced over 2,000 new baby and toddler items after internal data revealed that 25 percent of its customers actively shop in this category. This industry activity is further evidenced by strategic consolidations designed to bolster brand portfolios and digital capabilities; for instance, Retail TouchPoints reported in February 2025 that Beyond, Inc. agreed to acquire BuyBuy Baby brand assets for \$5 million to revitalize the banner within a unified home and nursery ecosystem.

Rising disposable income and purchasing power are fueling the demand for premium and durable nursery furniture. Parents in key markets are increasingly prioritizing established brands that offer superior safety features and longevity, helping to sustain industry revenue despite broader economic shifts. This preference for high-quality goods is reflected in the financial resilience of leading manufacturers focused on brand equity. According to Goodbaby International's '2025 Interim Report' from August 2025, the company saw a year-on-year revenue increase of 2.7 percent to approximately HK\$4,300.9 million, demonstrating the sustained demand for branded juvenile products. Such performance highlights the willingness of modern families to invest significantly in cribs and cots that align with their safety expectations and evolving lifestyles.

Market Challenge

The declining birth rate in many developed nations poses a substantial barrier to the growth of the Global Baby Cribs and Cots Market. This demographic shift fundamentally limits market potential, as the demand for infant sleeping furniture is directly tied to the number of new births. A reduction in the newborn population results in a shrinking customer base, forcing manufacturers to compete aggressively for a smaller share of the market. This contraction creates long-term demand uncertainty, making it difficult for companies to accurately forecast production needs or justify large-scale capital investments in new manufacturing capacities.

The consequences of this demographic downturn are measurable across the wider infant goods sector. According to The Toy Association, retail sales for the infant, toddler,

and preschool category in the United States fell by 2 percent in 2024 compared to the previous year. This decline in a primary segment of the juvenile products industry underscores the direct correlation between falling birth rates and reduced consumption of essential nursery items, hindering overall volume growth for cribs and cots in key mature markets.

Market Trends

The adoption of smart cribs integrated with sleep monitoring technology is accelerating as parents increasingly seek real-time data on infant well-being. This trend involves embedding sensors and AI analytics into sleeping environments to track vital signs, providing caregivers with peace of mind through app connectivity. Families are moving beyond traditional furniture to invest in these connected ecosystems to ensure enhanced safety during sleep. As reported by Owlet, Inc. in March 2025, in the 'Owlet Announces Fourth Quarter and Full Year 2024 Results' press release, the company achieved a 45 percent revenue increase over the previous year, totaling \$78.1 million in 2024, which underscores the surging demand for advanced infant monitoring solutions.

Simultaneously, a growing preference for Greenguard Gold certified non-toxic products is reshaping market standards as parents prioritize chemical safety. Manufacturers are responding by strictly testing cribs for harmful emissions and using sustainably sourced materials to appeal to health-conscious consumers. This shift toward verified sustainability has enabled premium brands to maintain growth despite broader economic volatility affecting the housing sector. According to the March 2025 report 'Williams-Sonoma, Inc. announces fourth quarter and fiscal year 2024 results', the company recorded a 3.5 percent increase in comparable brand revenue for Pottery Barn Kids and Teen, highlighting the resilience of the sustainable nursery furniture category.

Key Market Players

Delta Children's Products Corp.

Graco Children's Products Inc

Natart Juvenile, Inc.

Artsana S.p.A.

Goodbaby International Holdings Limited

Stokke LLC

Dream On Me Inc.

East Coast Nursery Ltd.

Fosun International Ltd.

Goodbaby International Holdings Limited

Report Scope

In this report, the Global Baby Cribs and Cots Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Baby Cribs and Cots Market, By Product

Portable

Convertible

Standard

Multifunctional

Baby Cribs and Cots Market, By Material

Plastic

Metal

Wood

Other

Baby Cribs and Cots Market, By Sales Channel

Hypermarkets/Supermarkets

Online

Specialty Stores

Others (Direct Sales

etc.)

Baby Cribs and Cots Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Baby Cribs and Cots Market.

Available Customizations:

Global Baby Cribs and Cots Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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