

Baby Feeding Bottle Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Material (Plastic, Stainless Steel, and Others), By Capacity (Up to 4 Oz, 4.1 to 6 Oz, 6.1 to 9 Oz, and More than 9 Oz), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, and Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Baby Feeding Bottle Market is projected to expand from USD 3.98 Billion in 2025 to USD 5.66 Billion by 2031, reflecting a Compound Annual Growth Rate (CAGR) of 6.04%. These specialized vessels, which typically consist of a container and a teat, are essential for dispensing liquid nutrition, such as breast milk or formula, to infants. The market is primarily propelled by the rising number of women joining the workforce, a trend that creates a necessity for convenient feeding solutions in dual-income households. Additionally, increasing awareness regarding safe nutritional alternatives and the consistent need for supplemental feeding options continue to bolster demand, regardless of shifting product style preferences.

One significant obstacle impeding wider market expansion is the falling birth rate in key developed economies, which directly reduces the available consumer base. Despite these demographic headwinds, specific regions exhibit economic resilience and value growth; for instance, the China Toys and Baby Products Association reported that domestic retail sales of baby bottles reached 7.36 billion yuan in 2024. To maintain long-term viability within the global landscape, manufacturers must successfully navigate these fluctuating population dynamics while adhering to stringent safety regulations.

Market Driver

Increasing female workforce participation acts as a major catalyst for the global baby feeding bottle market, fundamentally transforming infant care dynamics. As mothers return to professional roles, the reliance on expressed breast milk or formula requires multiple feeding vessels to ensure continuity of care by guardians. This trend partially separates bottle demand from strict birth rate dependency, as working parents often purchase larger quantities of units for daycare rotation and convenience. Highlighting this need, the Bureau of Labor Statistics noted in April 2025 that 68.3 percent of mothers with children under age six participated in the labor force in 2024, underscoring the critical requirement for efficient feeding solutions among this demographic.

Simultaneously, a heightened focus on infant health and hygiene drives value growth, compelling caregivers to invest in premium bottles made from safe, easily sterilizable materials. Parents increasingly prefer glass and BPA-free plastic options that withstand frequent sterilization without degrading, allowing manufacturers to expand revenue even in mature markets where volume might otherwise plateau. For example, Pigeon Corporation reported in June 2025 that sales of core nursing bottles and nipples in mainland China grew by 25 percent year-on-year, driven by aggressive investment in high-quality lines. Broader market stability is further evidenced by demographic data; the Centers for Disease Control and Prevention indicated in 2025 that provisional US birth numbers for 2024 rose 1 percent to 3,622,673, suggesting a stabilization in the consumer base.

Market Challenge

The declining birth rate in key developed economies stands as a primary challenge impeding the growth of the Global Baby Feeding Bottle Market. This demographic shift directly contracts the addressable consumer base, as fewer newborns naturally translate to a reduced volume of essential feeding hardware required by households. Unlike discretionary consumer goods, the demand for feeding bottles is inelastic and strictly tied to the infant population size; therefore, a sustained reduction in birth numbers immediately limits organic growth potential in mature regions like North America and Europe, forcing manufacturers to compete aggressively for a shrinking pool of customers rather than benefiting from market expansion.

This contraction in global demand is evident in recent trade figures from major manufacturing hubs that supply these developed markets. According to the China Toys

and Baby Products Association, in 2024, the export value of toys declined year-on-year to 39.87 billion US dollars. As the juvenile product sector shares identical demographic drivers and manufacturing supply chains, this downturn in outbound shipments reflects the broader softening of demand in international markets where population growth has stalled. Consequently, this trend underscores the difficulty manufacturers face in maintaining volume growth amidst these fluctuating population dynamics.

Market Trends

The shift toward biomimetic nipple designs that mimic natural breastfeeding has become a dominant market force, addressing the physiological requirements of infants transitioning between breast and bottle. Manufacturers are increasingly engineering teats with variable softness and elasticity to replicate the peristaltic tongue movement of nursing, thereby reducing nipple confusion and supporting mixed-feeding routines. This focus on advanced ergonomic engineering has translated into significant financial gains for industry leaders who prioritize research-backed product development; according to Pigeon Corporation's February 2025 financial summary, consolidated net sales rose by 10.3 percent year-on-year to 104.1 billion yen, a performance largely attributed to the global renewal and continued adoption of their scientifically designed SofTouch nursing bottles.

Simultaneously, the transition to sustainable and biodegradable bottle manufacturing materials is reshaping production standards as environmental responsibility becomes a key purchase criterion. Companies are moving beyond simple recycling to adopt bio-circular feedstocks and closed-loop systems, significantly reducing the reliance on virgin fossil-based plastics for infant care products. This strategic pivot not only ensures regulatory compliance but also captures a growing segment of eco-conscious parents seeking safer, earth-friendly alternatives. According to Philips' 2024 Annual Report released in February 2025, circular revenues accounted for 24 percent of the company's total sales in 2024, underscoring the accelerating commercial demand for circular economy solutions and bio-based materials within the personal health and childcare sectors.

Key Market Players

Pigeon Corporation

Koninklijke Philips N.V.

Artsana S.P.A.

Betta Baby Store

Takaso Products Sdn Bhd.

Alpha Baby Care Co., Ltd.

Babisil International Ltd.

Evenflo Feeding, Inc.

Handi-Craft Company

Mayborn Group Limited

Report Scope

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

Baby Feeding Bottle Market, By Material

Plastic

Stainless Steel

Others

Baby Feeding Bottle Market, By Capacity

Up to 4 Oz

4.1 to 6 Oz

6.1 to 9 Oz

More than 9 Oz

Baby Feeding Bottle Market, By Sales Channel

Supermarkets/Hypermarkets

Specialty Stores

Online

Others

Baby Feeding Bottle 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 Feeding Bottle Market.

Available Customizations:

Global Baby Feeding Bottle 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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