

Baby Carrier Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Wrap, Sling, Backpack, Buckle), By Pricing (Mass, Premium), By Distribution Channel (Supermarkets/Hypermarkets, Exclusive Stores, Multi- Branded Stores, Online, and Non-Retail), By Region, By Company

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Abstracts

The global baby carrier market is anticipated to grow during the forecast period owing to rising consumer purchasing power, rapid urbanization, and the expanding popularity of buckle baby carriers.

Baby carriers hold the infant close and provide them a sense of security and comfort while giving the carrier some freedom to work and look after other family members.

An adult wears a baby carrier to cuddle a newborn close to the body. These carriers feature adjustable shoulder straps and padded waist belts for the wearer's and the baby's comfort. They are composed of a range of materials depending on the rigidity and support required. Modern parents use fabric-based ergonomic baby carriers to preserve the infant's natural position and promote physical growth. These carriers offer safety, mobility, and convenience when carrying a child outside.

External variables supporting the rapid adoption of convenience-oriented lifestyles include the expanding middle class, rising female labor force participation rates, and rapid urbanization in both developed and emerging markets. This has increased demand for baby accessories, including baby carriers.

Rising consumer spending on baby items is expected to fuel the global baby carrier market during the forecast period. According to a survey by Everyday Health Group, parents nowadays reported spending about 27% of their overall income on their babies. According to internet research, families in the UK typically spend USD 6.5 thousand throughout the first year of a baby's life.

To provide innovative and technologically advanced products, gain a larger market share than rivals, and develop lasting relationships with customers, businesses are being forced to invest in research and development due to changing consumer preferences for better-designed and developed products. For instance, The ERGO Baby Carrier, Inc. has developed a brand-new item called the Adapt 3 Position Baby Carrier, which offers a better way to carry a baby in all scenarios and has adjustable straps so that the newborns can be carried hands-free and walk around with ease.

Increasing Number of Product Launches to Boost the Market

To entice customers, companies are introducing new items, which is expected to boost demand and assist the baby carrier market's expansion internationally. For instance, in 2022, Wildbird launched a brand-new baby carrier called the Aerial Buckle Carrier. The Aerial Carrier, which is smartly designed to carry infants ., which is available in two sizes (XS-XL and L-4XL). Every part of the carrier, from the shoulder straps to the waist belt, has been aesthetically and ergonomically designed to fit the varied body types of parents and caretakers . Additionally, in 2022, Baby K'tan launched the brand-new Baby K'tan Active Yoga Baby Carrier to its distinguished collection of pre-wrapped baby carriers. All busy parents will benefit from this innovative carrier's quick-dry fabric. The Active Yoga carrier is made of a buttery-soft, ultra-smooth, lightweight fabric that embraces the curves and gives users the sensation of a perfect, gentle hug. This company is well known for its ready-to-wear Baby K'tan Baby Carrier. Therefore, launching new and innovative baby carriers by the companies in the market is expected to fuel the market growth during the forecast period.

Acquisitions & Mergers Between the Companies to Drive Market Growth

The demand for global baby carrier market to be boosted by businesses using cutting-edge marketing tactics, such as mergers and acquisitions with competing companies. For instance, in 2021, LLL? baby brand, an award-winning manufacturer of baby items noted for its outstanding comfort and functionality, has been acquired by Thrive International, Inc., while continuing to further develop and extend its product lines, the company will utilize its experience in the juvenile sector to increase LLL? baby's reach

both domestically and abroad. Additionally, in 2022, Ergobaby, an award-winning American baby care brand, joined AllThingsBaby.com, a curated marketplace for mother and baby products, to bring the greatest baby care products and brands to parents in India. This significant addition will increase the company's selection of high-end, authentic, and exquisite baby items from more than 50 global brands. Therefore, the rising collaboration among companies is expected to drive the market for baby carriers globally during the forecast period.

Innovative Offerings To Aid the Market Growth

Market participants are integrating cutting-edge technologies to increase their customer base. For instance, BabyMoon Carriers introduced smart baby carriers for premature babies. A smart baby carrier by Babymoon combines skin-to-skin contact with continuous vital sign monitoring. Baby's vital signs can be tracked by the carrier's built-in sensors and transmitted to an app. Doctors can receive information from parents. Additionally, the carrier allows the baby to be in touch with the mother's heartbeat and body temperature, which the manufacturer believes aids in the infant's healthier growth. The device will also be made available by the firm for use in hospital neonatal care. Therefore, introducing new technologies by the companies fuels the market for baby carriers globally during the forecast period.

Market Segmentation

The global baby carrier market is segmented into type, pricing, distribution channel, and region. Based on the type, the market is segmented into a wrap, sling, backpack, and buckle. Based on pricing, the market is further bifurcated into mass and premium. Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, exclusive stores, multi-branded stores, online, and non-retail. The market analysis also studies regional segmentation to devise regional market segmentation.

Company Profile

Artsana S.p.A., BabyBjorn Inc., The ERGO Baby Carrier, Inc., Lalabu, LLC, Baby Tula, LLC., Mothers Lounge LLC. (Hot Slings), Boba Inc (Beco Baby), I!l?baby, LLC, Baby K'tan, LLC, L'?charpe Porte-bonheur inc. (Chimparoo), etc. are the major market players in the global platform that lead the market of the baby carrier market.

Report Scope:

In this report, the global Baby Carrier market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Baby Carrier Market, By Type:

Wrap

Sling

Backpack

Buckle

Baby Carrier Market, By Pricing:

Mass

Premium

Baby Carrier Market, By Distribution Channel:

Supermarkets/Hypermarkets

Exclusive Stores

Multi-Branded Stores

Online

Non-Retail

Baby Carrier Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global baby carrier market.

Available Customizations:

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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