

# **Baby Romper Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Full Body, Half Body), By Material (Cotton, Linen, Wool, Others), By Pricing (Mass Vs. Premium), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Multi-Branded Stores, Online, and Others (Direct Sales)), By Region, By Company**

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## **Abstracts**

The Baby Romper market is poised for growth in the upcoming forecast period, driven by several compelling factors. These include the increasing disposable income of consumers, the availability of soft and breathable rompers, and a surge in product launches within this segment.

A baby romper is a single-piece garment designed for infants, usually crafted from cotton fabric that covers a significant portion of the baby's body. While various materials like wool, silk, satin, and cotton can be employed in creating baby rompers, linen emerges as a favored choice. The popularity of baby rompers is on the rise due to their convenience of dressing and undressing babies, facilitated by their well-designed flaps for easy diaper changes.

The convenience factor extends to parents as well, with many baby rompers featuring convenient crotch flaps that simplify diaper changes. Moreover, these rompers streamline the laundry process by reducing the time required for washing entire outfits, making them a practical choice for parents. The upward trajectory of the baby romper market is further propelled by the availability of comfortable, breathable, and moisture-

absorbing options. A diverse array of romper designs and styles caters to consumer preferences without compromising on comfort and safety.

### Online Sales Surge Driving Market Momentum

The evolution of retail through various online sales platforms is set to significantly shape the future of the industry. Many businesses are transitioning to online operations, and this trend has been accentuated by the surge in online sales during the COVID-19 pandemic. Post-pandemic, the shift towards online shopping is expected to continue, driven by the convenience of browsing, purchasing, and doorstep delivery. Online channels eliminate geographical constraints, allowing companies to reach customers worldwide. This transition to online shopping has opened new avenues for business growth, with customers drawn to the extensive options and ease of access. Consequently, the surge in online shopping is poised to drive the baby romper market during the forecast period.

### Mergers and Acquisitions: A Strategic Growth Driver

Companies' adoption of sophisticated marketing strategies, such as mergers and acquisitions, is expected to play a pivotal role in propelling demand in the global baby romper market. A notable instance is the acquisition of 'JoJo Maman B?' by the high street brand 'Next,' facilitated by investment firms. This strategic move amplifies the market presence of these companies and fosters growth. Similarly, acquisitions like Slick Stitch's acquisition of Molly & Monty have reinforced the market's trajectory. These maneuvers enhance companies' offerings and extend their reach within the competitive landscape, driving market growth.

### Birthrate Surge and E-commerce Platforms: Fueling Demand

Advances in medical science and assisted reproductive techniques have led to a decline in infant mortality rates and an increase in birthrates. This trend has significantly stimulated the demand for baby rompers. Furthermore, the frequent outgrowing of sizes by newborns and infants necessitates regular purchases of new clothing, further propelling market growth.

The burgeoning e-commerce landscape for baby apparel is also a crucial catalyst for market expansion. Companies like Danrie, which launched an e-commerce platform for baby and kids' clothing, exemplify this trend. These platforms provide convenient access to a wide array of products, offering parents hassle-free options for outfitting

their children. The seamless shopping experience and innovative packaging solutions, such as illustrated boxes and ribbons, enhance customer satisfaction and drive market growth.

In conclusion, the Baby Romper market is poised for growth, driven by factors such as rising disposable income, the availability of comfortable rompers, and the proliferation of e-commerce platforms. Strategic initiatives like mergers and acquisitions, coupled with a surge in birthrates and evolving consumer preferences, are set to shape the market's trajectory in the forecast period.

### Market Segmentation

Global baby romper market is segmented into type, material, pricing, distribution channel, and region. Based on the type, the market is segmented into full-body and half-body. Based on material, the market is segmented into cotton, linen, wool, and others. Based on pricing, the market is segmented into mass and premium. Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, specialty stores, multi-branded stores, online, and others (direct sales). The market analysis also studies regional segmentation to devise regional market segmentation.

### Company Profile

Carter's, Inc., H & M Hennes & Mauritz AB, MOTHERCARE (INDIA) LTD., The Children's Place, Inc., Under Armour, Inc., Nike, Inc., FASHION RETAIL, S.A.(ZARA), MIKI HOUSE Co.,Ltd., Kidswear Collective Limited, Catimini USA, Ltd. are the major market players in the global platform that lead the market of the baby romper market.

### Report Scope:

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

#### Baby Romper Market, By Type:

Full Body

Half Body

#### Baby Romper Market, By Material:

Cotton

Linen

Wool

Others

#### Baby Romper Market, By Pricing:

Mass

Premium

#### Baby Romper Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Multi-Branded Stores

Online

Others (Direct Sales)

#### Baby Romper 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 romper 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).

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)**

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Challenges Faced After Purchase

### **5. GLOBAL BABY ROMPER MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type Market Share Analysis (Full Body, Half Body)

- 5.2.2. By Material Market Share Analysis (Cotton, Linen, Wool, Others)
- 5.2.3. By Pricing Market Share Analysis (Mass, Premium)
- 5.2.4. By Distribution Channel Market Share Analysis (Supermarkets/Hypermarkets, Specialty Stores, Multi-Branded Stores, Online, and Others (Direct Sales))
- 5.2.5. By Regional Market Share Analysis
  - 5.2.5.1. North America Market Share Analysis
  - 5.2.5.2. Europe Market Share Analysis
  - 5.2.5.3. Asia-Pacific Market Share Analysis
  - 5.2.5.4. Middle East & Africa Market Share Analysis
  - 5.2.5.5. South America Market Share Analysis
- 5.2.6. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. Global Baby Romper Mapping & Opportunity Assessment
  - 5.3.1. By Type Market Mapping & Opportunity Assessment
  - 5.3.2. By Material Market Mapping & Opportunity Assessment
  - 5.3.3. By Pricing Market Mapping & Opportunity Assessment
  - 5.3.4. By Distribution Channel Market Mapping & Opportunity Assessment
  - 5.3.5. By Regional Market Mapping & Opportunity Assessment

## **6. NORTH AMERICA BABY ROMPER MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Type Market Share Analysis
  - 6.2.2. By Material Market Share Analysis
  - 6.2.3. By Pricing Market Share Analysis
  - 6.2.4. By Distribution Channel Market Share Analysis
  - 6.2.5. By Country Market Share Analysis
    - 6.2.5.1. United States Baby Romper Market Outlook
      - 6.2.5.1.1. Market Size & Forecast
        - 6.2.5.1.1.1. By Value
      - 6.2.5.1.2. Market Share & Forecast
        - 6.2.5.1.2.1. By Type Market Share Analysis
        - 6.2.5.1.2.2. By Material Market Share Analysis
        - 6.2.5.1.2.3. By Pricing Market Share Analysis
        - 6.2.5.1.2.4. By Distribution Channel Market Share Analysis
    - 6.2.5.2. Canada Baby Romper Market Outlook
      - 6.2.5.2.1. Market Size & Forecast
        - 6.2.5.2.1.1. By Value



- 6.2.5.2.2. Market Share & Forecast
  - 6.2.5.2.2.1. By Type Market Share Analysis
  - 6.2.5.2.2.2. By Material Market Share Analysis
  - 6.2.5.2.2.3. By Pricing Market Share Analysis
  - 6.2.5.2.2.4. By Distribution Channel Market Share Analysis
- 6.2.5.3. Mexico Baby Romper Market Outlook
  - 6.2.5.3.1. Market Size & Forecast
    - 6.2.5.3.1.1. By Value
  - 6.2.5.3.2. Market Share & Forecast
    - 6.2.5.3.2.1. By Type Market Share Analysis
    - 6.2.5.3.2.2. By Material Market Share Analysis
    - 6.2.5.3.2.3. By Pricing Market Share Analysis
    - 6.2.5.3.2.4. By Distribution Channel Market Share Analysis

## **7. EUROPE BABY ROMPER MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Type Market Share Analysis
  - 7.2.2. By Material Market Share Analysis
  - 7.2.3. By Pricing Market Share Analysis
  - 7.2.4. By Distribution Channel Market Share Analysis
  - 7.2.5. By Country Market Share Analysis
    - 7.2.5.1. Germany Baby Romper Market Outlook
      - 7.2.5.1.1. Market Size & Forecast
        - 7.2.5.1.1.1. By Value
      - 7.2.5.1.2. Market Share & Forecast
        - 7.2.5.1.2.1. By Type Market Share Analysis
        - 7.2.5.1.2.2. By Material Market Share Analysis
        - 7.2.5.1.2.3. By Pricing Market Share Analysis
        - 7.2.5.1.2.4. By Distribution Channel Market Share Analysis
    - 7.2.5.2. France Baby Romper Market Outlook
      - 7.2.5.2.1. Market Size & Forecast
        - 7.2.5.2.1.1. By Value
      - 7.2.5.2.2. Market Share & Forecast
        - 7.2.5.2.2.1. By Type Market Share Analysis
        - 7.2.5.2.2.2. By Material Market Share Analysis
        - 7.2.5.2.2.3. By Pricing Market Share Analysis

- 7.2.5.2.2.4. By Distribution Channel Market Share Analysis
- 7.2.5.3. United Kingdom Baby Romper Market Outlook
  - 7.2.5.3.1. Market Size & Forecast
    - 7.2.5.3.1.1. By Value
  - 7.2.5.3.2. Market Share & Forecast
    - 7.2.5.3.2.1. By Type Market Share Analysis
    - 7.2.5.3.2.2. By Material Market Share Analysis
    - 7.2.5.3.2.3. By Pricing Market Share Analysis
    - 7.2.5.3.2.4. By Distribution Channel Market Share Analysis
- 7.2.5.4. Italy Baby Romper Market Outlook
  - 7.2.5.4.1. Market Size & Forecast
    - 7.2.5.4.1.1. By Value
  - 7.2.5.4.2. Market Share & Forecast
    - 7.2.5.4.2.1. By Type Market Share Analysis
    - 7.2.5.4.2.2. By Material Market Share Analysis
    - 7.2.5.4.2.3. By Pricing Market Share Analysis
    - 7.2.5.4.2.4. By Distribution Channel Market Share Analysis
- 7.2.5.5. Spain Baby Romper Market Outlook
  - 7.2.5.5.1. Market Size & Forecast
    - 7.2.5.5.1.1. By Value
  - 7.2.5.5.2. Market Share & Forecast
    - 7.2.5.5.2.1. By Type Market Share Analysis
    - 7.2.5.5.2.2. By Material Market Share Analysis
    - 7.2.5.5.2.3. By Pricing Market Share Analysis
    - 7.2.5.5.2.4. By Distribution Channel Market Share Analysis

## **8. ASIA-PACIFIC BABY ROMPER MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Type Market Share Analysis
  - 8.2.2. By Material Market Share Analysis
  - 8.2.3. By Pricing Market Share Analysis
  - 8.2.4. By Distribution Channel Market Share Analysis
  - 8.2.5. By Country Market Share Analysis
    - 8.2.5.1. China Baby Romper Market Outlook
      - 8.2.5.1.1. Market Size & Forecast
        - 8.2.5.1.1.1. By Value

- 8.2.5.1.2. Market Share & Forecast
  - 8.2.5.1.2.1. By Type Market Share Analysis
  - 8.2.5.1.2.2. By Material Market Share Analysis
  - 8.2.5.1.2.3. By Pricing Market Share Analysis
  - 8.2.5.1.2.4. By Distribution Channel Market Share Analysis
- 8.2.5.2. India Baby Romper Market Outlook
  - 8.2.5.2.1. Market Size & Forecast
    - 8.2.5.2.1.1. By Value
  - 8.2.5.2.2. Market Share & Forecast
    - 8.2.5.2.2.1. By Type Market Share Analysis
    - 8.2.5.2.2.2. By Material Market Share Analysis
    - 8.2.5.2.2.3. By Pricing Market Share Analysis
    - 8.2.5.2.2.4. By Distribution Channel Market Share Analysis
- 8.2.5.3. Japan Baby Romper Market Outlook
  - 8.2.5.3.1. Market Size & Forecast
    - 8.2.5.3.1.1. By Value
  - 8.2.5.3.2. Market Share & Forecast
    - 8.2.5.3.2.1. By Type Market Share Analysis
    - 8.2.5.3.2.2. By Material Market Share Analysis
    - 8.2.5.3.2.3. By Pricing Market Share Analysis
    - 8.2.5.3.2.4. By Distribution Channel Market Share Analysis
- 8.2.5.4. South Korea Baby Romper Market Outlook
  - 8.2.5.4.1. Market Size & Forecast
    - 8.2.5.4.1.1. By Value
  - 8.2.5.4.2. Market Share & Forecast
    - 8.2.5.4.2.1. By Type Market Share Analysis
    - 8.2.5.4.2.2. By Material Market Share Analysis
    - 8.2.5.4.2.3. By Pricing Market Share Analysis
    - 8.2.5.4.2.4. By Distribution Channel Market Share Analysis
- 8.2.5.5. Australia Baby Romper Market Outlook
  - 8.2.5.5.1. Market Size & Forecast
    - 8.2.5.5.1.1. By Value
  - 8.2.5.5.2. Market Share & Forecast
    - 8.2.5.5.2.1. By Type Market Share Analysis
    - 8.2.5.5.2.2. By Material Market Share Analysis
    - 8.2.5.5.2.3. By Pricing Market Share Analysis
    - 8.2.5.5.2.4. By Distribution Channel Market Share Analysis

## **9. MIDDLE EAST & AFRICA BABY ROMPER MARKET OUTLOOK**

## 9.1. Market Size & Forecast

### 9.1.1. By Value

## 9.2. Market Share & Forecast

### 9.2.1. By Type Market Share Analysis

### 9.2.2. By Material Market Share Analysis

### 9.2.3. By Pricing Market Share Analysis

### 9.2.4. By Distribution Channel Market Share Analysis

### 9.2.5. By Country Market Share Analysis

#### 9.2.5.1. Saudi Arabia Baby Romper Market Outlook

##### 9.2.5.1.1. Market Size & Forecast

###### 9.2.5.1.1.1. By Value

##### 9.2.5.1.2. Market Share & Forecast

###### 9.2.5.1.2.1. By Type Market Share Analysis

###### 9.2.5.1.2.2. By Material Market Share Analysis

###### 9.2.5.1.2.3. By Pricing Market Share Analysis

###### 9.2.5.1.2.4. By Distribution Channel Market Share Analysis

#### 9.2.5.2. UAE Baby Romper Market Outlook

##### 9.2.5.2.1. Market Size & Forecast

###### 9.2.5.2.1.1. By Value

##### 9.2.5.2.2. Market Share & Forecast

###### 9.2.5.2.2.1. By Type Market Share Analysis

###### 9.2.5.2.2.2. By Material Market Share Analysis

###### 9.2.5.2.2.3. By Pricing Market Share Analysis

###### 9.2.5.2.2.4. By Distribution Channel Market Share Analysis

#### 9.2.5.3. South Africa Baby Romper Market Outlook

##### 9.2.5.3.1. Market Size & Forecast

###### 9.2.5.3.1.1. By Value

##### 9.2.5.3.2. Market Share & Forecast

###### 9.2.5.3.2.1. By Type Market Share Analysis

###### 9.2.5.3.2.2. By Material Market Share Analysis

###### 9.2.5.3.2.3. By Pricing Market Share Analysis

###### 9.2.5.3.2.4. By Distribution Channel Market Share Analysis

#### 9.2.5.4. Turkey Baby Romper Market Outlook

##### 9.2.5.4.1. Market Size & Forecast

###### 9.2.5.4.1.1. By Value

##### 9.2.5.4.2. Market Share & Forecast

###### 9.2.5.4.2.1. By Type Market Share Analysis

###### 9.2.5.4.2.2. By Material Market Share Analysis

- 9.2.5.4.2.3. By Pricing Market Share Analysis
- 9.2.5.4.2.4. By Distribution Channel Market Share Analysis

## **10. SOUTH AMERICA BABY ROMPER MARKET OUTLOOK**

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Type Market Share Analysis

#### 10.2.2. By Material Market Share Analysis

#### 10.2.3. By Pricing Market Share Analysis

#### 10.2.4. By Distribution Channel Market Share Analysis

#### 10.2.5. By Country Market Share Analysis

##### 10.2.5.1. Brazil Baby Romper Market Outlook

###### 10.2.5.1.1. Market Size & Forecast

###### 10.2.5.1.1.1. By Value

###### 10.2.5.1.2. Market Share & Forecast

###### 10.2.5.1.2.1. By Type Market Share Analysis

###### 10.2.5.1.2.2. By Material Market Share Analysis

###### 10.2.5.1.2.3. By Pricing Market Share Analysis

###### 10.2.5.1.2.4. By Distribution Channel Market Share Analysis

##### 10.2.5.2. Colombia Baby Romper Market Outlook

###### 10.2.5.2.1. Market Size & Forecast

###### 10.2.5.2.1.1. By Value

###### 10.2.5.2.2. Market Share & Forecast

###### 10.2.5.2.2.1. By Type Market Share Analysis

###### 10.2.5.2.2.2. By Material Market Share Analysis

###### 10.2.5.2.2.3. By Pricing Market Share Analysis

###### 10.2.5.2.2.4. By Distribution Channel Market Share Analysis

##### 10.2.5.3. Argentina Baby Romper Market Outlook

###### 10.2.5.3.1. Market Size & Forecast

###### 10.2.5.3.1.1. By Value

###### 10.2.5.3.2. Market Share & Forecast

###### 10.2.5.3.2.1. By Type Market Share Analysis

###### 10.2.5.3.2.2. By Material Market Share Analysis

###### 10.2.5.3.2.3. By Pricing Market Share Analysis

###### 10.2.5.3.2.4. By Distribution Channel Market Share Analysis

## **11. MARKET DYNAMICS**

### 11.1. Drivers

- 11.1.1. Increasing internet penetration
- 11.1.2. Rising birth rate
- 11.1.3. Growing number of product launches

### 11.2. Challenges

- 11.2.1. High competition
- 11.2.2. Higher availability of substitutes

## **12. IMPACT OF COVID-19 ON THE GLOBAL BABY ROMPER MARKET**

### 12.1. Impact Assessment Model

- 12.1.1. Key Segments Impacted
- 12.1.2. Key Regions Impacted
- 12.1.3. Key Countries Impacted
- 12.1.4. Key Distribution Channel Impacted

## **13. MARKET TRENDS & DEVELOPMENTS**

- 13.1. Easier access to infant items
- 13.2. Growing e-commerce platforms
- 13.3. Rising online shopping
- 13.4. Growing trend of linen-based rompers
- 13.5. Rapid urbanization

## **14. PORTER'S FIVE FORCES MODEL**

- 14.1. Competitive Rivalry
- 14.2. Bargaining Power of Buyers
- 14.3. Bargaining Power of Suppliers
- 14.4. Threat of New Entrants
- 14.5. Threat of Substitutes

## **15. SWOT ANALYSIS**

- 15.1. Strengths
- 15.2. Weaknesses
- 15.3. Opportunities
- 15.4. Threats

## 16. COMPETITIVE LANDSCAPE

### 16.1. Company Profiles

#### 16.1.1. Carter's, Inc.

16.1.1.1. Company Details

16.1.1.2. Product & Services

16.1.1.3. Financials (As Per Availability)

16.1.1.4. Key Market Focus & Geographical Presence

16.1.1.5. Recent Developments

16.1.1.6. Key Management Personnel

#### 16.1.2. H & M Hennes & Mauritz AB

16.1.2.1. Company Details

16.1.2.2. Product & Services

16.1.2.3. Financials (As Per Availability)

16.1.2.4. Key Market Focus & Geographical Presence

16.1.2.5. Recent Developments

16.1.2.6. Key Management Personnel

#### 16.1.3. MOTHERCARE (INDIA) LTD.

16.1.3.1. Company Details

16.1.3.2. Product & Services

16.1.3.3. Financials (As Per Availability)

16.1.3.4. Key Market Focus & Geographical Presence

16.1.3.5. Recent Developments

16.1.3.6. Key Management Personnel

#### 16.1.4. The Children's Place, Inc.

16.1.4.1. Company Details

16.1.4.2. Product & Services

16.1.4.3. Financials (As Per Availability)

16.1.4.4. Key Market Focus & Geographical Presence

16.1.4.5. Recent Developments

16.1.4.6. Key Management Personnel

#### 16.1.5. Under Armour, Inc.

16.1.5.1. Company Details

16.1.5.2. Product & Services

16.1.5.3. Financials (As Per Availability)

16.1.5.4. Key Market Focus & Geographical Presence

16.1.5.5. Recent Developments

16.1.5.6. Key Management Personnel

#### 16.1.6. Nike, Inc.

16.1.6.1. Company Details

16.1.6.2. Product & Services

16.1.6.3. Financials (As Per Availability)

16.1.6.4. Key Market Focus & Geographical Presence

16.1.6.5. Recent Developments

16.1.6.6. Key Management Personnel

#### 16.1.7. FASHION RETAIL, S.A.(ZARA)

16.1.7.1. Company Details

16.1.7.2. Product & Services

16.1.7.3. Financials (As Per Availability)

16.1.7.4. Key Market Focus & Geographical Presence

16.1.7.5. Recent Developments

16.1.7.6. Key Management Personnel

#### 16.1.8. MIKI HOUSE Co.,Ltd.

16.1.8.1. Company Details

16.1.8.2. Product & Services

16.1.8.3. Financials (As Per Availability)

16.1.8.4. Key Market Focus & Geographical Presence

16.1.8.5. Recent Developments

16.1.8.6. Key Management Personnel

#### 16.1.9. Kidswear Collective Limited

16.1.9.1. Company Details

16.1.9.2. Product & Services

16.1.9.3. Financials (As Per Availability)

16.1.9.4. Key Market Focus & Geographical Presence

16.1.9.5. Recent Developments

16.1.9.6. Key Management Personnel

#### 16.1.10. Catimini USA, Ltd.

16.1.10.1. Company Details

16.1.10.2. Product & Services

16.1.10.3. Financials (As Per Availability)

16.1.10.4. Key Market Focus & Geographical Presence

16.1.10.5. Recent Developments

16.1.10.6. Key Management Personnel

## **17. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

### 17.1. Key Focus Areas



17.2. Target Type

17.3. Target Distribution Channel

## **18. ABOUT US & DISCLAIMER**

(Note: The companies list can be customized based on the client requirements.)

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