

United States Baby Safety Products Market By Product Type (Car Seats, Strollers, Monitors, Others), By Distribution Channel (Offline, Online), By Region, Competition Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/U149F5B6C22CEN.html>

Date: July 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: U149F5B6C22CEN

Abstracts

Market Overview

The United States Baby Safety Products Market was valued at USD 23.73 billion in 2024 and is projected to reach USD 34.65 billion by 2030, growing at a CAGR of 6.57% during the forecast period. The market is expanding rapidly due to heightened parental awareness and growing emphasis on child safety. Increasing instances of accidental injuries among children have significantly driven the demand for products like baby gates, car seats, outlet covers, and monitors. Regulatory initiatives and public safety campaigns further support adoption. Parents are increasingly choosing trusted brands that comply with safety standards and offer certified, high-quality solutions, reflecting a strong preference for reliability, functionality, and product integrity.

Key Market Drivers

Rising Awareness and Concern for Child Safety

The growing focus on child safety among U.S. parents is a key factor boosting demand for baby safety products. With widespread access to information and greater media coverage of household accidents involving infants and toddlers, parents are more proactive in seeking safety solutions. This heightened awareness has fueled demand for products such as safety gates, car seats, outlet covers, and baby monitors. Parents now prioritize creating safe environments at home and while traveling, driving increased adoption of protective gear. Furthermore, educational resources and child safety

campaigns play a critical role in encouraging informed purchasing behavior, fostering long-term growth in the market.

Key Market Challenges

High Cost of Quality Baby Safety Products

A major obstacle in the baby safety products market is the elevated cost of high-quality, certified items. Products that meet rigorous U.S. safety standards and carry certifications—such as those from the Juvenile Products Manufacturers Association (JPMA)—often come with premium price tags. This poses affordability challenges for lower- and middle-income families who may struggle to purchase essential safety equipment. The use of advanced materials and stringent testing procedures contributes to higher manufacturing costs, which are passed on to consumers. These price barriers may limit market access for some households and impact the overall reach of premium safety solutions.

Key Market Trends

Technological Integration in Baby Safety Products

An emerging trend in the U.S. baby safety products market is the incorporation of smart technology into traditional safety equipment. From baby monitors with real-time HD video and motion alerts to car seats equipped with sensors and smartphone connectivity, technology is transforming how parents monitor and protect their children. These innovations enhance convenience, functionality, and responsiveness, allowing parents to stay informed and act quickly when safety risks arise. Advanced baby gates, for instance, now feature smart sensors that automatically adjust positioning. The demand for tech-enabled safety solutions is growing, particularly among tech-savvy parents seeking more control and assurance in childcare.

Key Market Players

Dex Products Inc.

Dorel Industries Inc.

Goodbaby International Holdings Ltd.

Jan? Group

KidKusion Inc.

Newell Brands Inc.

Dreambaby

Babo Care

Safety 1st

Evenflo

Report Scope:

In this report, the United States Baby Safety Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Baby Safety Products Market, By Product Type:

Car Seats

Strollers

Monitors

Others

United States Baby Safety Products Market, By Distribution Channel:

Offline

Online

United States Baby Safety Products Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Baby Safety Products Market.

Available Customizations:

United States Baby Safety Products 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).

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. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. UNITED STATES BABY SAFETY PRODUCTS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Car Seats, Strollers, Monitors, Others)

5.2.2. By Distribution Channel (Offline, Online)

5.2.3. By Region

5.2.4. By Company (2024)

5.3. Market Map

6. SOUTH UNITED STATES BABY SAFETY PRODUCTS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel

7. WEST UNITED STATES BABY SAFETY PRODUCTS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Distribution Channel

8. MIDWEST UNITED STATES BABY SAFETY PRODUCTS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.1. By Distribution Channel

9. NORTHEAST UNITED STATES BABY SAFETY PRODUCTS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Distribution Channel

10. MARKET DYNAMICS

- 10.1. Drivers
- 10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

- 11.1. Merger & Acquisition (If Any)
- 11.2. Product Launches (If Any)
- 11.3. Recent Developments

12. PORTERS FIVE FORCES ANALYSIS

- 12.1. Competition in the Industry
- 12.2. Potential of New Entrants
- 12.3. Power of Suppliers
- 12.4. Power of Customers
- 12.5. Threat of Substitute Products

13. INDIA ECONOMIC PROFILE

14. POLICY & REGULATORY LANDSCAPE

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. Dex Products Inc.
 - 15.1.1.1. Business Overview
 - 15.1.1.2. Company Snapshot
 - 15.1.1.3. Products & Services
 - 15.1.1.4. Financials (As Per Availability)
 - 15.1.1.5. Key Market Focus & Geographical Presence
 - 15.1.1.6. Recent Developments
 - 15.1.1.7. Key Management Personnel
 - 15.1.2. Dorel Industries Inc.
 - 15.1.3. Goodbaby International Holdings Ltd.
 - 15.1.4. Jan? Group
 - 15.1.5. KidKusion Inc.
 - 15.1.6. Newell Brands Inc.

15.1.7. Dreambaby

15.1.8. Babo Care

15.1.9. Safety 1st

15.1.10. Evenflo

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: United States Baby Safety Products Market By Product Type (Car Seats, Strollers, Monitors, Others), By Distribution Channel (Offline, Online), By Region, Competition Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/U149F5B6C22CEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U149F5B6C22CEN.html>