

United States Maternity and Personal Care Market By Product Type (Skin Care, Hair Care, Baby Care, Health & Wellness, Personal Hygiene, Maternity Clothing and Apparel, Others), By Application (Pregnancy, Baby Care, General Wellness, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Pharmacies/Drugstores, Online, Others), By Region, Competition Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/UA0547343CEDEN.html>

Date: April 2025

Pages: 80

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

ID: UA0547343CEDEN

Abstracts

Market Overview

The United States Maternity and Personal Care Market was valued at USD 7.61 billion in 2024 and is projected to reach USD 9.78 billion by 2030, growing at a CAGR of 4.33% during the forecast period. This market is expanding due to growing awareness around self-care, increased focus on maternal wellness, and rising consumer preference for natural and organic products. Maternity and personal care offerings—spanning skincare, hygiene, wellness, and maternity apparel—are gaining prominence for their role in supporting the health and comfort of expectant and new mothers. As consumers become more conscious of product ingredients and safety, demand for clean-label, eco-friendly, and effective solutions has surged. Digital engagement, health education, and a shift toward sustainable consumer behavior are further propelling the market. Retailers and manufacturers are broadening their portfolios to include safer, high-quality products that cater to both personal care and maternal health needs, creating opportunities for innovation and expansion in this evolving sector.

Key Market Drivers

Rising Awareness of Maternal Health and Wellness

The United States maternity and personal care market is being strongly driven by the increasing focus on maternal wellness. Expectant mothers are prioritizing self-care more than ever before, seeking out prenatal skincare, maternity supplements, and comfort-focused clothing. Social media platforms and digital communities are playing a pivotal role in raising awareness, with shared experiences and recommendations contributing to rising product demand. Government initiatives and healthcare campaigns focused on maternal health have also reinforced the importance of safe and informed product choices. In response, brands are expanding their offerings to include organic, non-toxic skincare products and specialized wellness solutions that cater to the unique needs of pregnant women. This emphasis on health, safety, and comfort has driven consistent market expansion across a wide range of personal care categories tailored to maternity.

Key Market Challenges

Regulatory Challenges and Safety Concerns

One of the primary challenges in the United States maternity and personal care market lies in navigating regulatory requirements and safety expectations. Given the sensitive nature of products intended for pregnant women, companies must meet rigorous safety standards, particularly for items such as wellness supplements and skincare formulations. However, a lack of unified regulations across certain product categories can lead to confusion for both manufacturers and consumers. The presence of potentially harmful ingredients in some mainstream personal care products has intensified scrutiny, leading to increased demand for transparency and safe formulations. Startups and smaller companies may face difficulties in complying with safety standards due to limited resources, further complicating entry and growth. Ensuring product efficacy, safety, and regulatory compliance remains a critical and resource-intensive challenge for the industry.

Key Market Trends

Shift Toward Natural and Organic Products

A prominent trend shaping the United States maternity and personal care market is the

growing consumer preference for natural and organic products. Mothers-to-be are more cautious about ingredient safety, actively seeking out clean-label formulations that exclude harmful additives like parabens and synthetic fragrances. This trend is being fueled by heightened health awareness and growing demand for sustainability. Brands that offer organic skincare, plant-based wellness supplements, and eco-friendly packaging are gaining traction, particularly among environmentally and health-conscious consumers. The push for cleaner, greener products is not only influencing product development but also driving marketing and brand positioning strategies. As sustainable consumerism continues to rise, companies across the maternity care landscape are investing in product innovation to align with evolving expectations.

Key Market Players

Unilever PLC

Amoralia

Edgewell Personal Care

Seraphine

Kaya Ltd

Destination Maternity Corporation

Johnson & Johnson

Mama Mio Inc.

Jubilant Ingrevea

The Procter & Gamble Company

Report Scope:

In this report, the United States Maternity and Personal Care Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Maternity and Personal Care Market, By Product Type:

Skin Care

Hair Care

Baby Care

Health & Wellness

Personal Hygiene

Maternity Clothing and Apparel

Others

United States Maternity and Personal Care Market, By Application:

Pregnancy

Baby Care

General Wellness

Others

United States Maternity and Personal Care Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Pharmacies/Drugstores

Online

Others

United States Maternity and Personal Care Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Maternity and Personal Care Market.

Available Customizations:

United States Maternity and Personal Care 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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