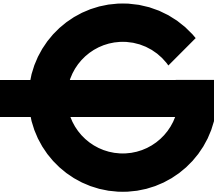




BABY INDUSTRY REPORT

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BABY INDUSTRY OVERVIEW



Introduction

In the expansive realm of childcare, the U.S. baby products market is a significant segment, valued at \$34.2 billion as of 2023. The industry spans various categories, including cosmetics, toiletries, food, and safety products, reflecting a comprehensive approach to infant care.

Services and Marketing

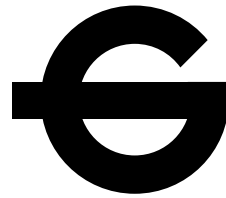
The sector is characterized by a robust demand for premium products that emphasize health and safety, catering to the needs of millennial and Gen Z parents. With digital marketing and social media engagement at the forefront, brands focus on innovative product development, customer engagement, and building loyalty.

Regulation

Regulatory compliance remains a cornerstone of the industry, with standards ensuring the safety and suitability of baby products. Transparency in manufacturing processes and product ingredients is pivotal, reinforced by quality control measures.

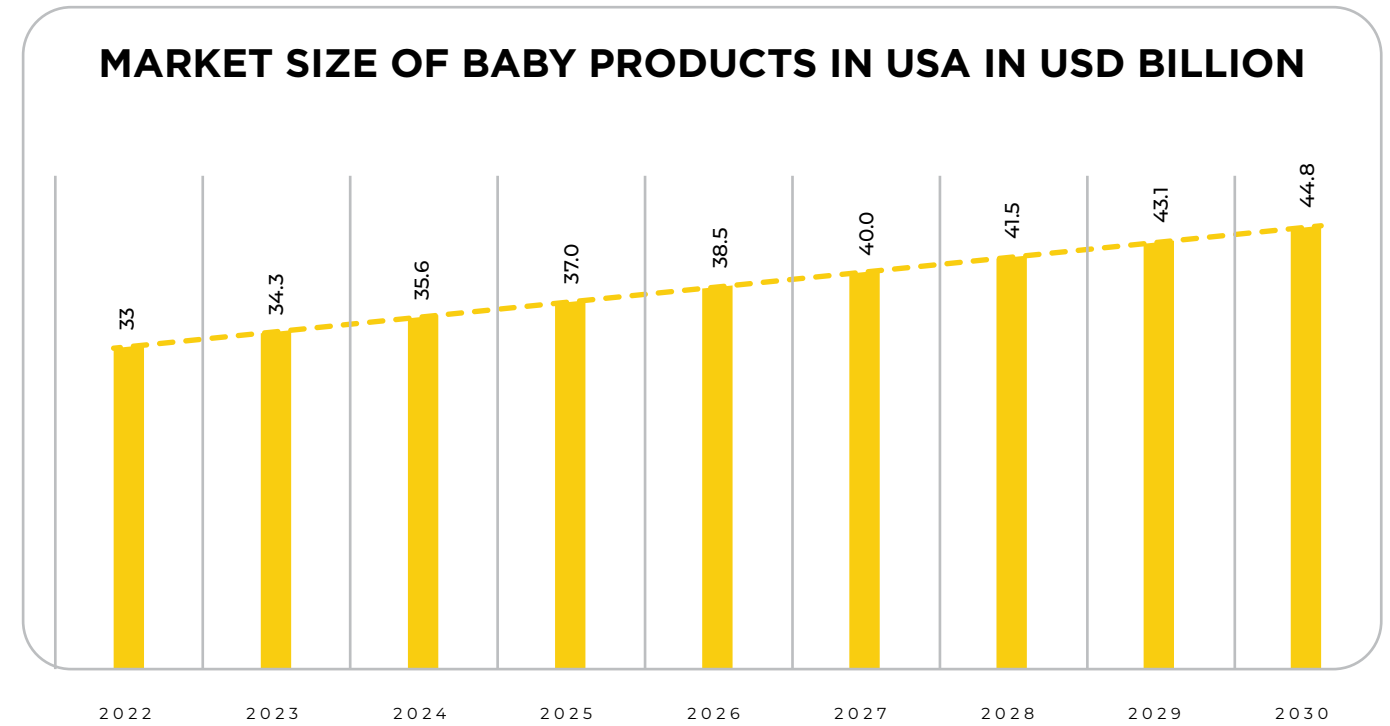
Market Dynamics

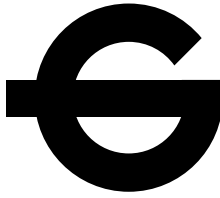
The market is expected to grow at a CAGR of 3.9% from 2024 to 2030, propelled by higher birth rates and increased disposable incomes. Despite facing challenges like competition and supply chain disruptions, the industry holds opportunities for growth through strategic marketing, diversified consumer targeting, and the integration of corporate social responsibility.



BABY PRODUCTS MARKET OUTLOOK IN THE USA

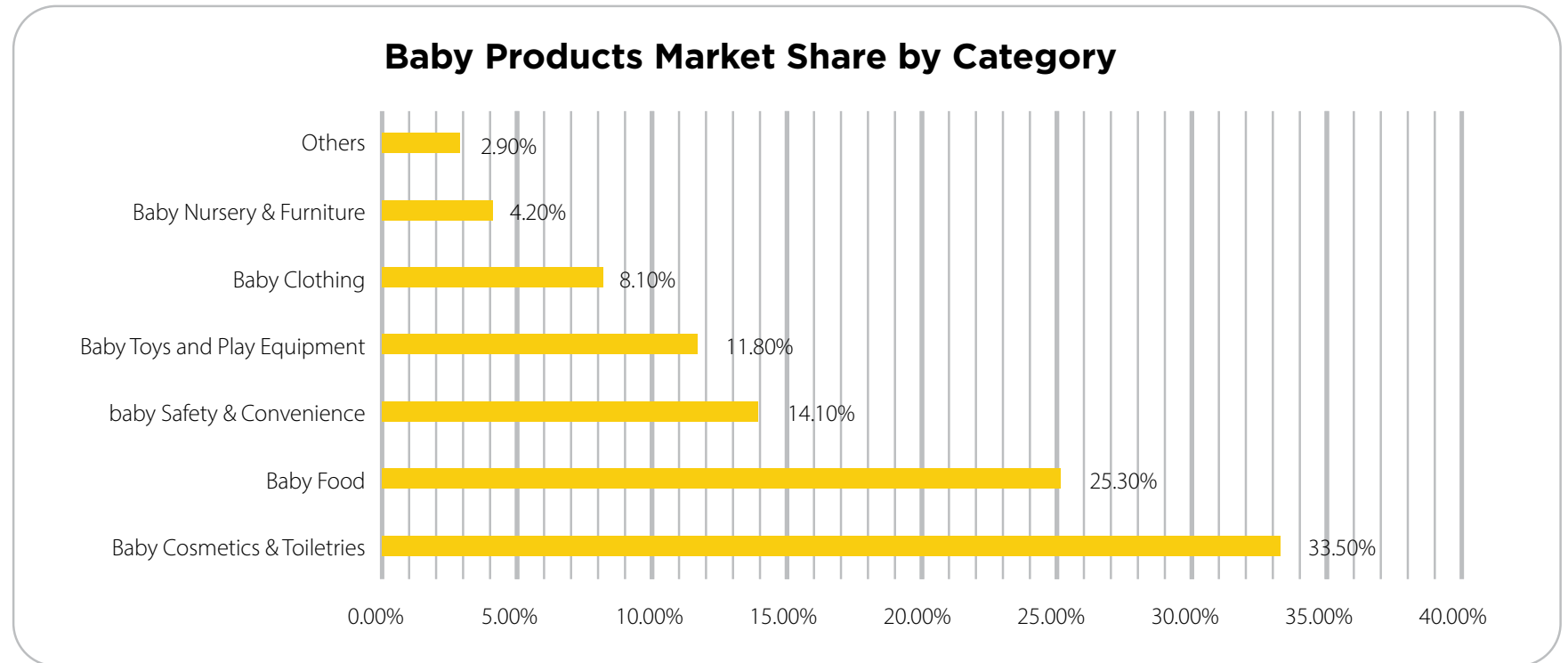
- The US baby products market was valued at USD 34.2 billion in 2023 and is anticipated to grow steadily at a CAGR of 3.9% from 2024 to 2030.
- Consumer preferences are shifting towards premium and utility-driven baby products, contributing to market expansion.
- Heightened awareness among parents regarding baby health and hygiene is a significant driver of market growth.
- Increasing demand for non-toxic baby toiletries is fueled by health concerns related to synthetic products.
- Quality and organic ingredients are key factors driving market growth, alongside the rising number of working women and their disposable income.

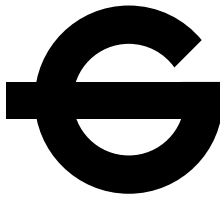




BABY PRODUCTS MARKET SHARE BY CATEGORY

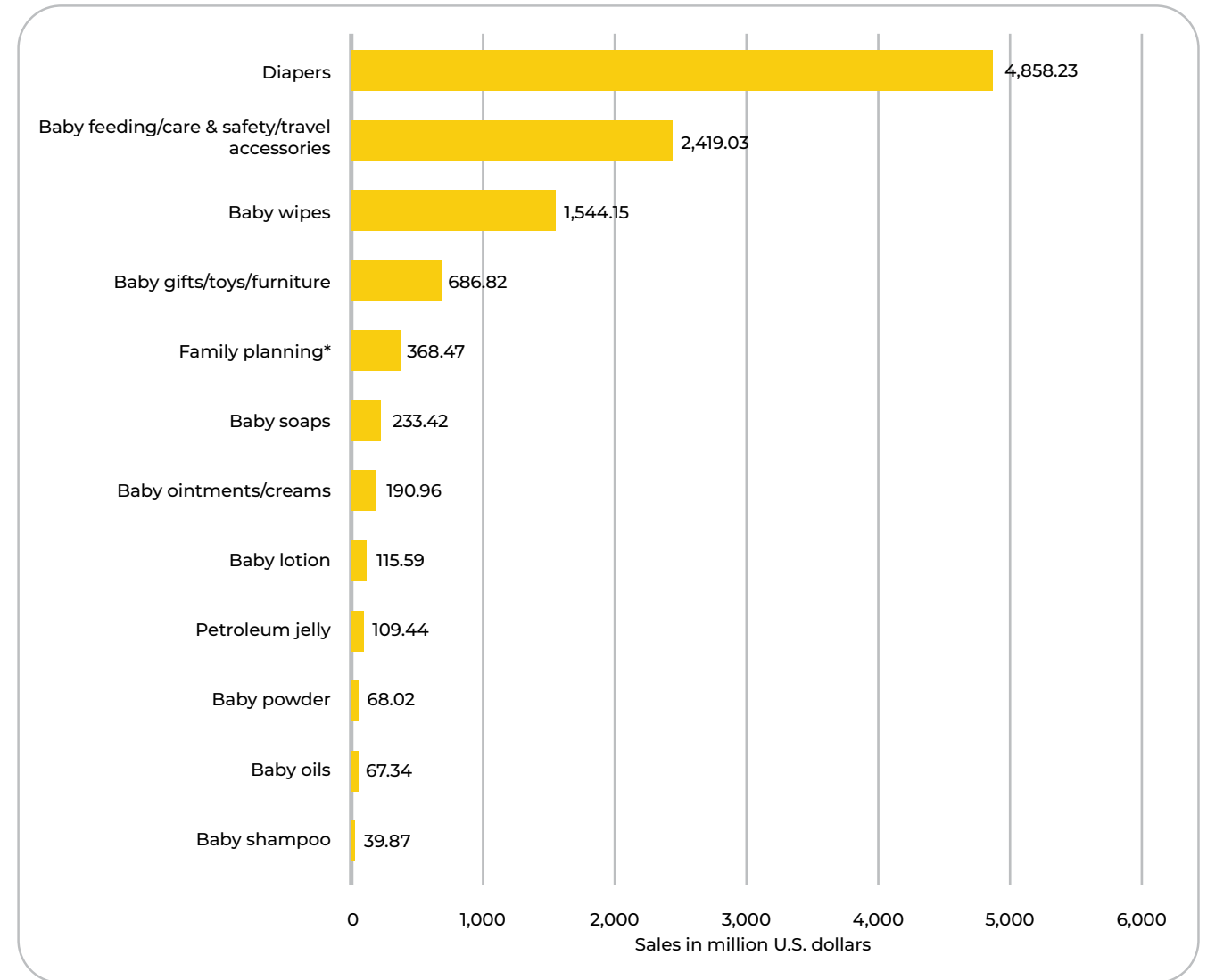
- **Baby cosmetics and toiletries:** 33.5% market share in 2023, diapers/wipes to grow at 6.1% CAGR.
- **Baby food:** 25.3% market share, expected 6.5% CAGR from 2024-2030.
- **Baby safety & convenience:** 14.1% market share, projected 2.9% CAGR.
- **Baby toys and play equipment:** 11.8% market share.
- **Baby clothing:** 8.2% market share.
- **Baby nursery & furniture:** 4.2% market share.
- **Other baby products:** 2.9% market share.

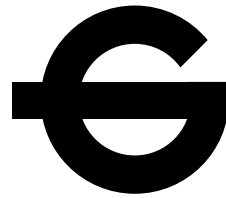




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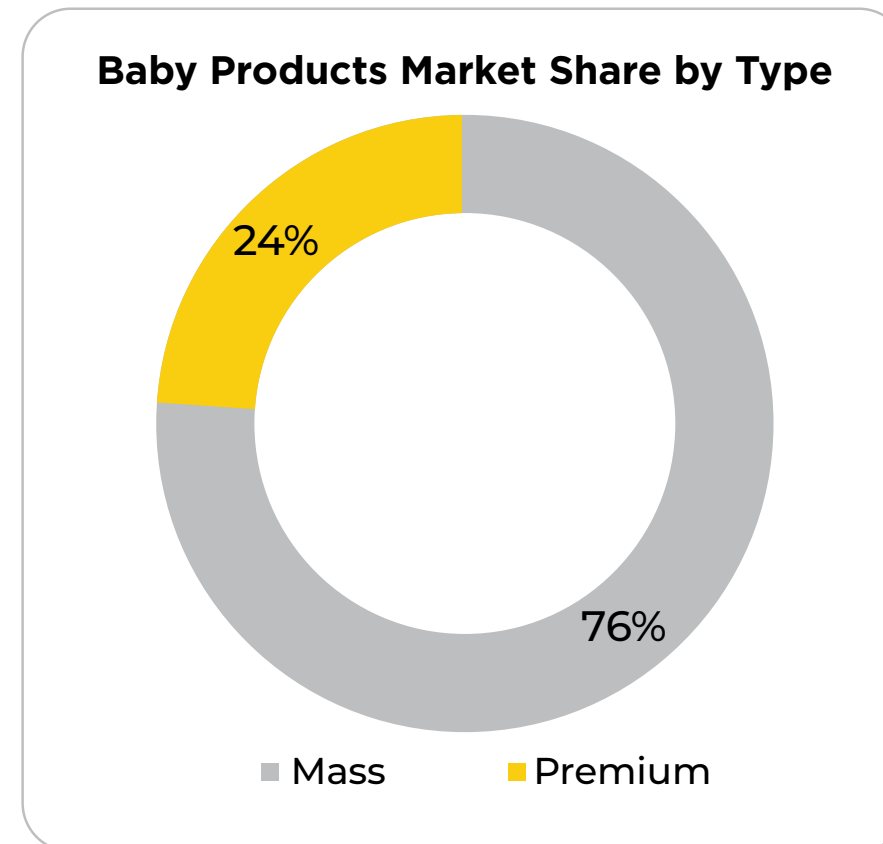
- **Baby diapers:** Top-selling category in the U.S., generating \$4.86 billion in sales in 52 weeks ending October 4, 2020.
- **Consumer preferences:** Around one-third prefer mass merchants, over one-fifth choose online retailers, and approximately 17% favor specialty stores.
- **Market projection:** Disposable diapers generated \$10.25 billion in revenue by 2022, while cloth diapers reached \$2.3 billion. Swim pants, training nappies, and biodegradable diapers collectively contributed \$3.7 billion.
- **Popular brand:** Huggies ranked as the most popular diaper brand among Americans according to a recent Statista survey.

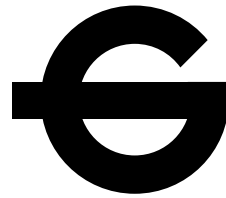




TYPE INSIGHTS

- **Mass baby products:** Captured a 76.0% market share in 2023, emphasizing affordability and accessibility across various retail channels.
- **Recent developments:** Walmart launched a new line of budget-friendly baby products in July 2022, with a focus on U.S.-sourced materials. In August 2021, Pipette reduced prices to target a broader consumer base seeking affordable clean baby care items.
- **Premium baby products:** Projected to grow at a 7.0% CAGR from 2024 to 2030, driven by rising disposable income. Consumers prioritize quality, safety, and innovation, with brands like Burberry, Polo Romper, and Ralph Lauren leading in clothing, and SOPHIE LA GIRAFE, Dr. Barbara Sturm, Little Aurelia, CHANTECAILLE BEAUTÉ in cosmetics.

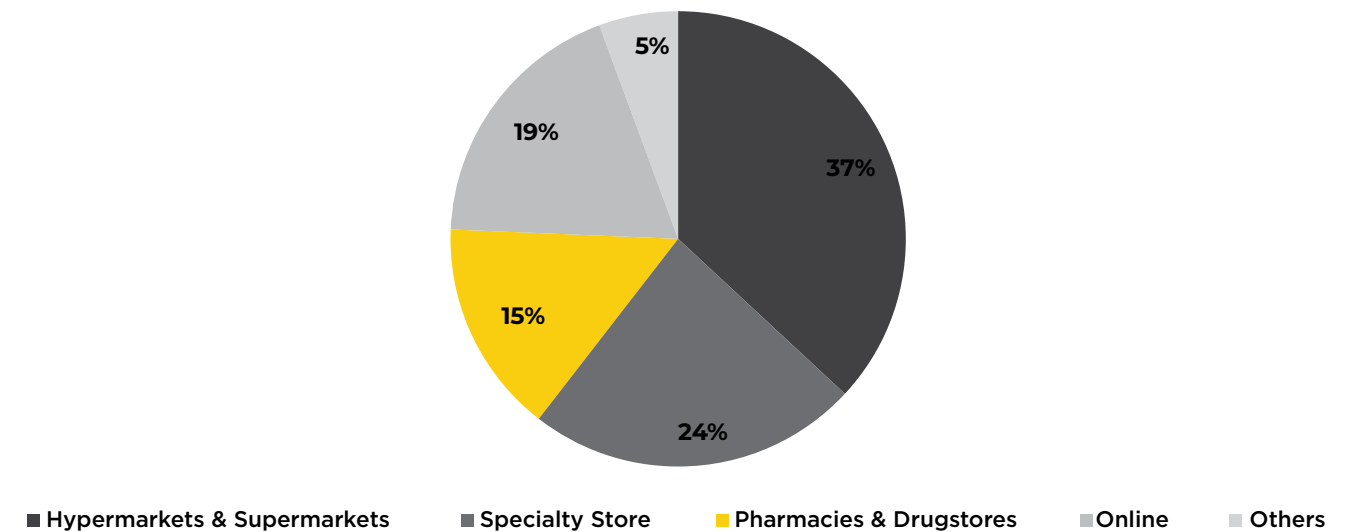




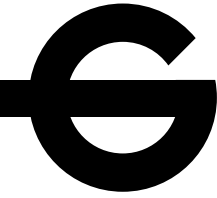
DISTRIBUTION CHANNEL INSIGHTS

- **Hypermarkets & supermarkets:** Held a 36.8% market share in 2023, offering a wide range of baby products with competitive pricing and a convenient shopping experience. For example, PROUDLY partnered with Target in September 2022 to expand its affordable baby product offerings.
- **Online sales:** Projected to grow at a 7.7% CAGR from 2024 to 2030, providing convenience and access to a vast selection of baby products. Kane Quinn's strategy of selling exclusively online has resulted in lower prices and increased revenue, with the company hiring more employees to handle the rise in orders.

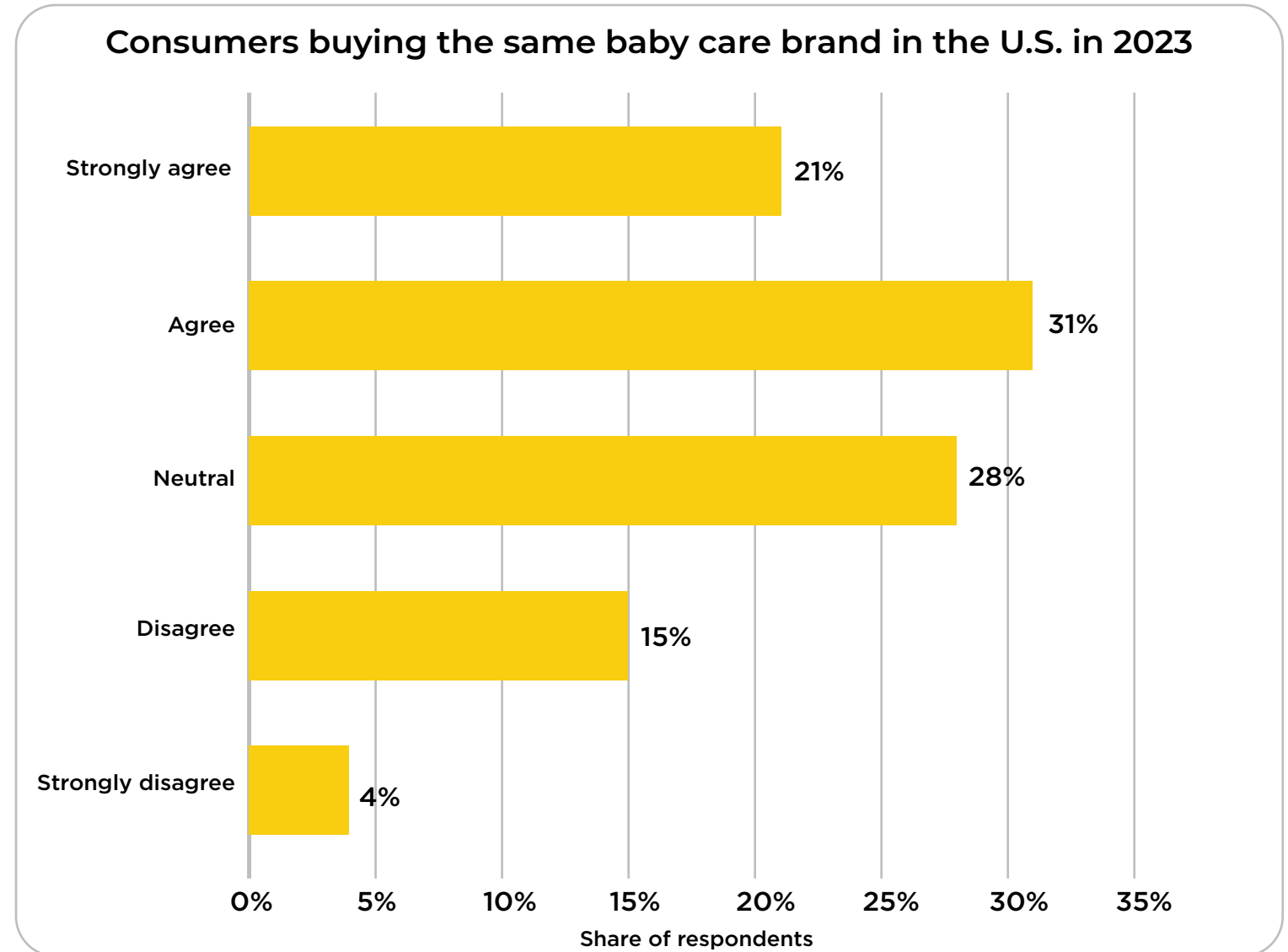
Baby Products Market Share by Distribution Channel



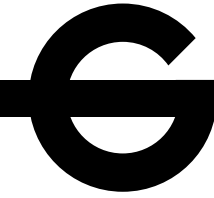
DISTRIBUTION CHANNEL INSIGHTS



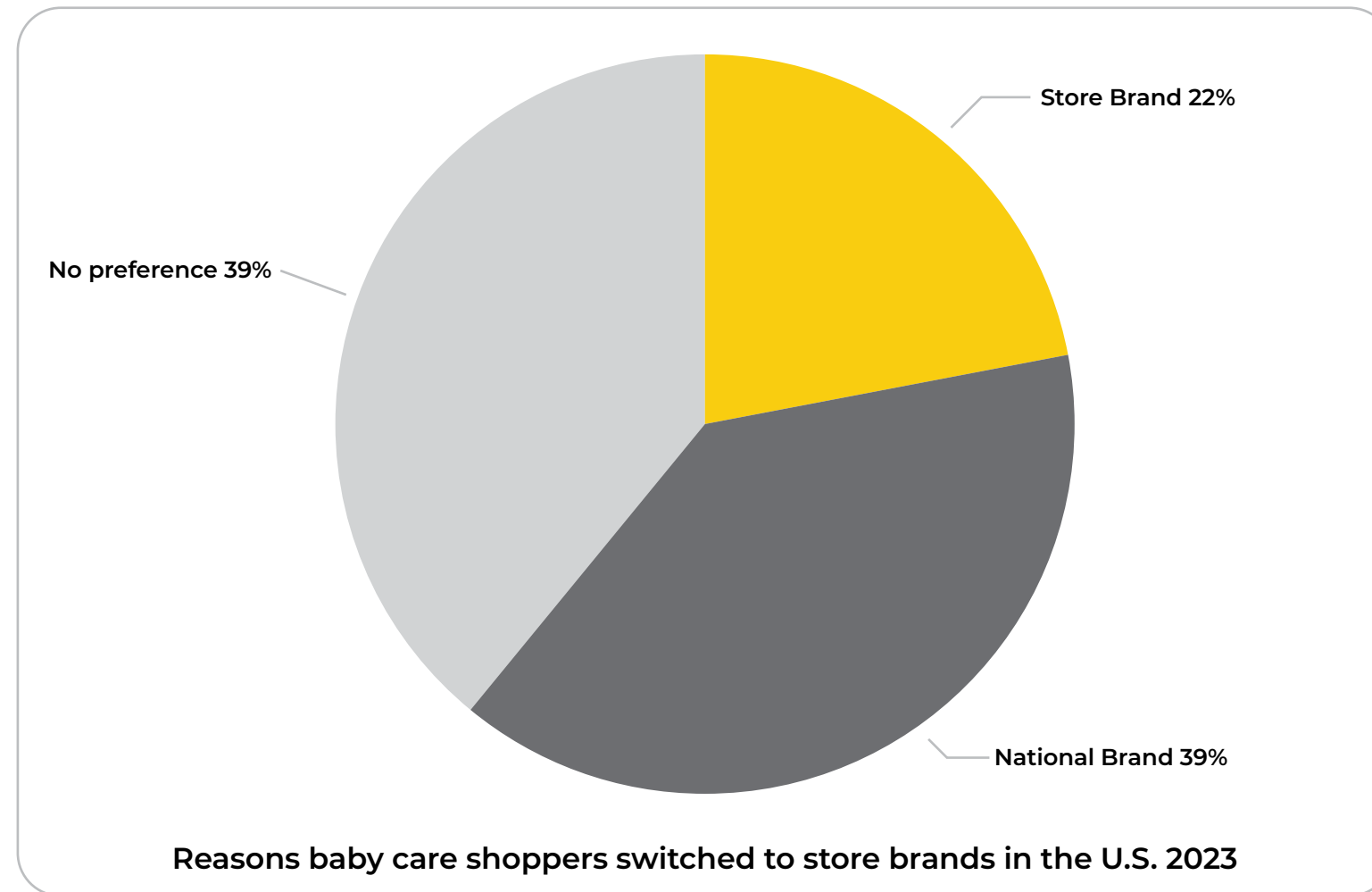
In 2023, 50% of surveyed consumers in the United States indicated that they typically purchase the same brand of baby care products, while 20% disagreed with this statement.



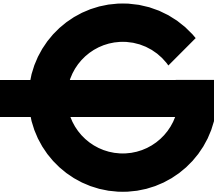
DISTRIBUTION CHANNEL INSIGHTS



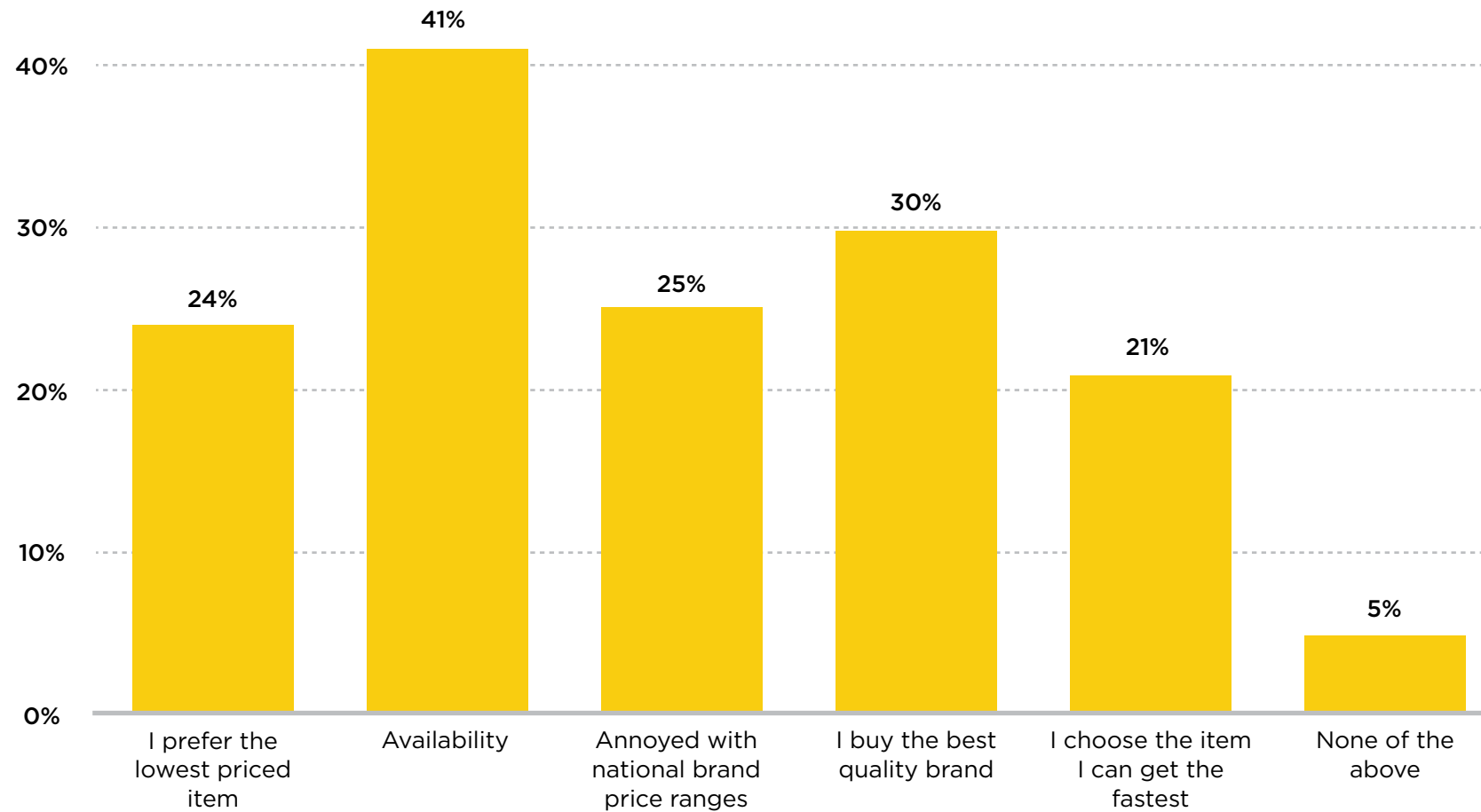
Brand preference among baby care shoppers in the U.S. 2023



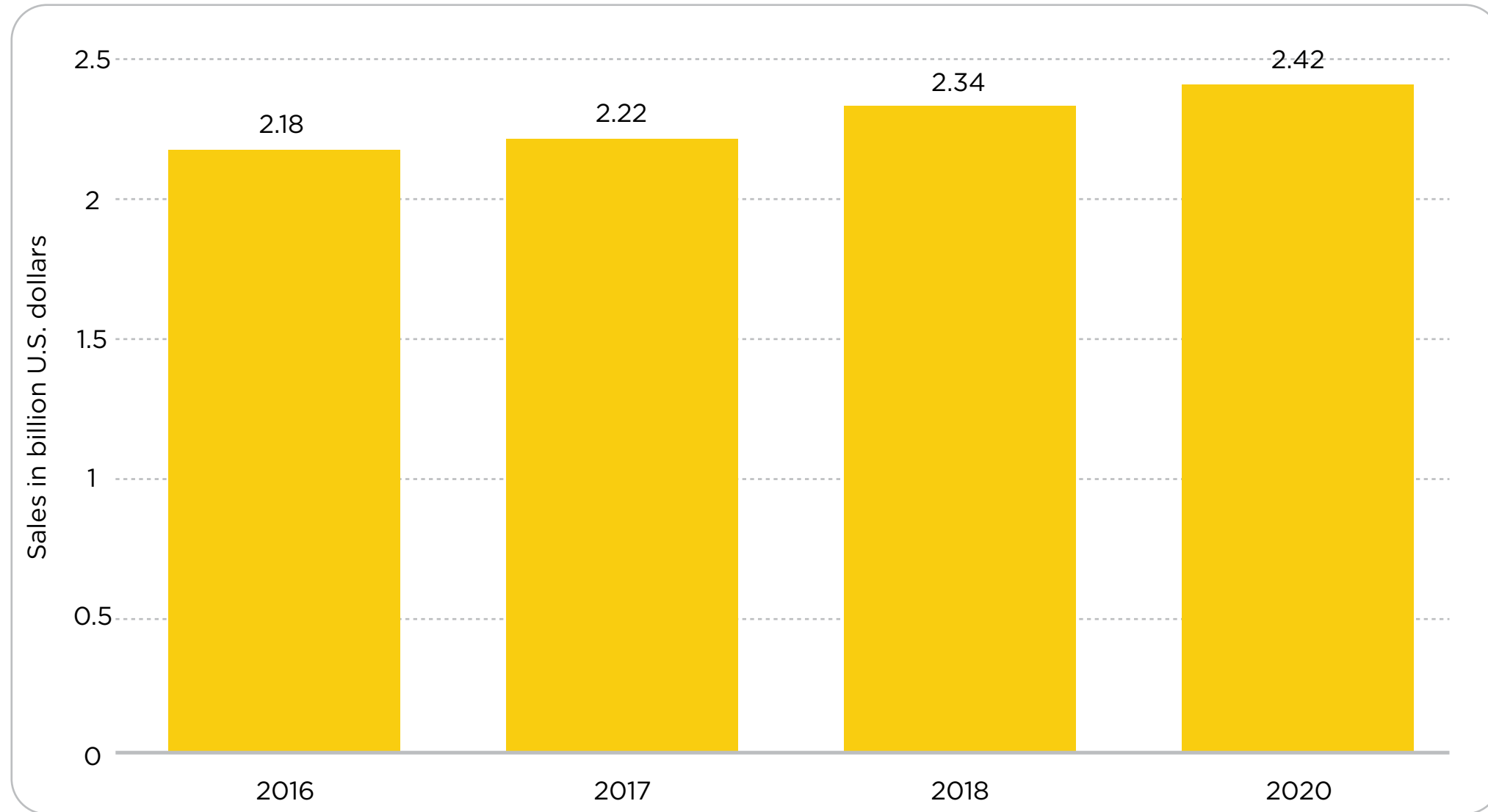
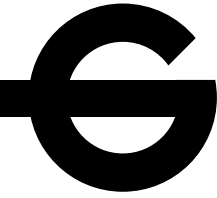
DISTRIBUTION CHANNEL INSIGHTS

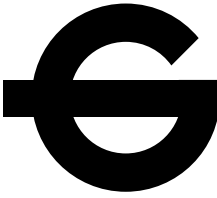


Reasons baby care shoppers switched to store brands in the U.S. 2023



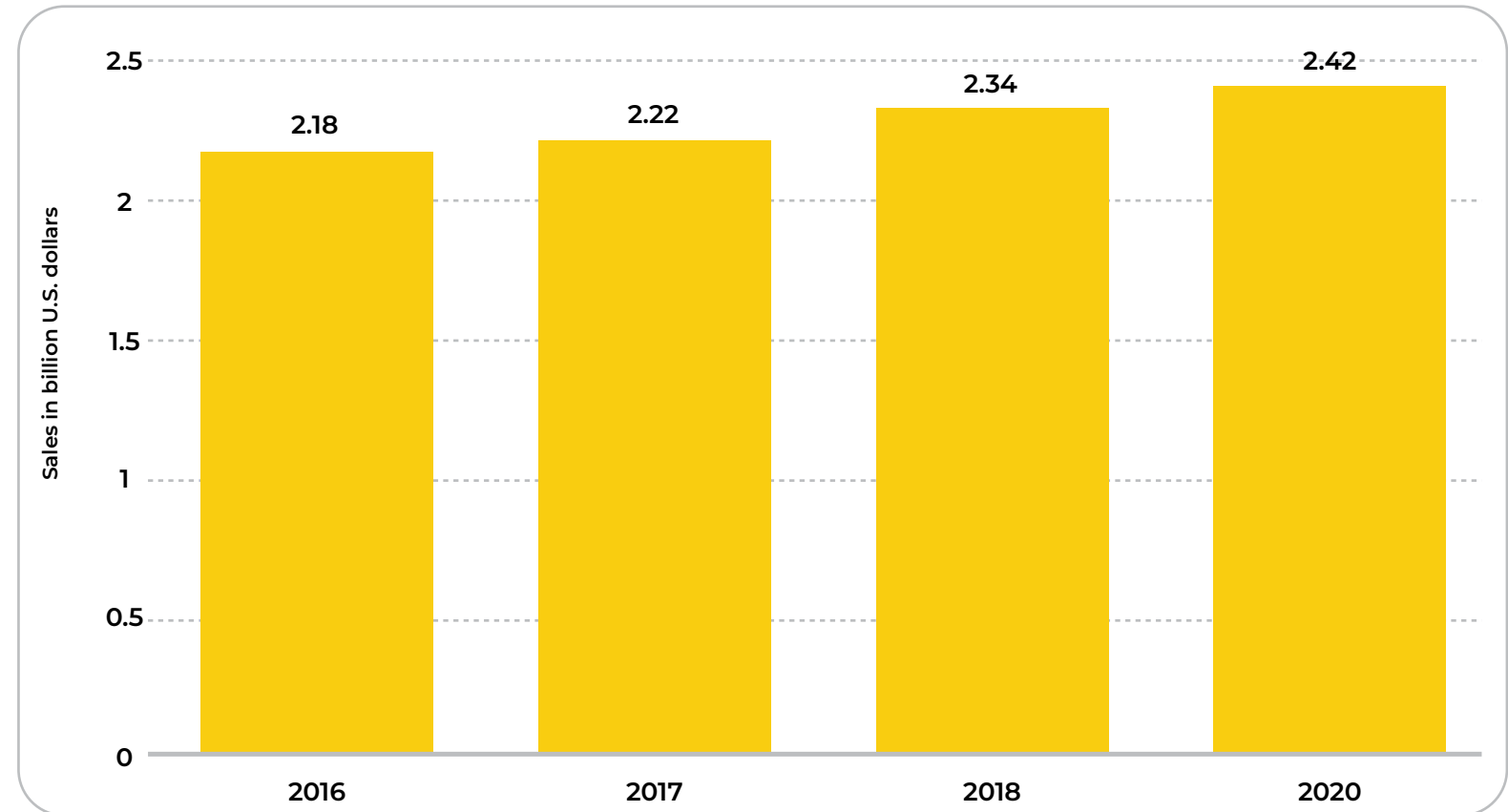
BABY ACCESSORIES MARKET OUTLOOK IN THE USA

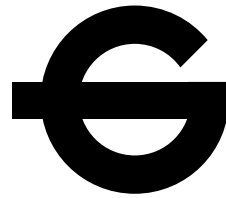




BABY ACCESSORIES MARKET OUTLOOK IN THE USA

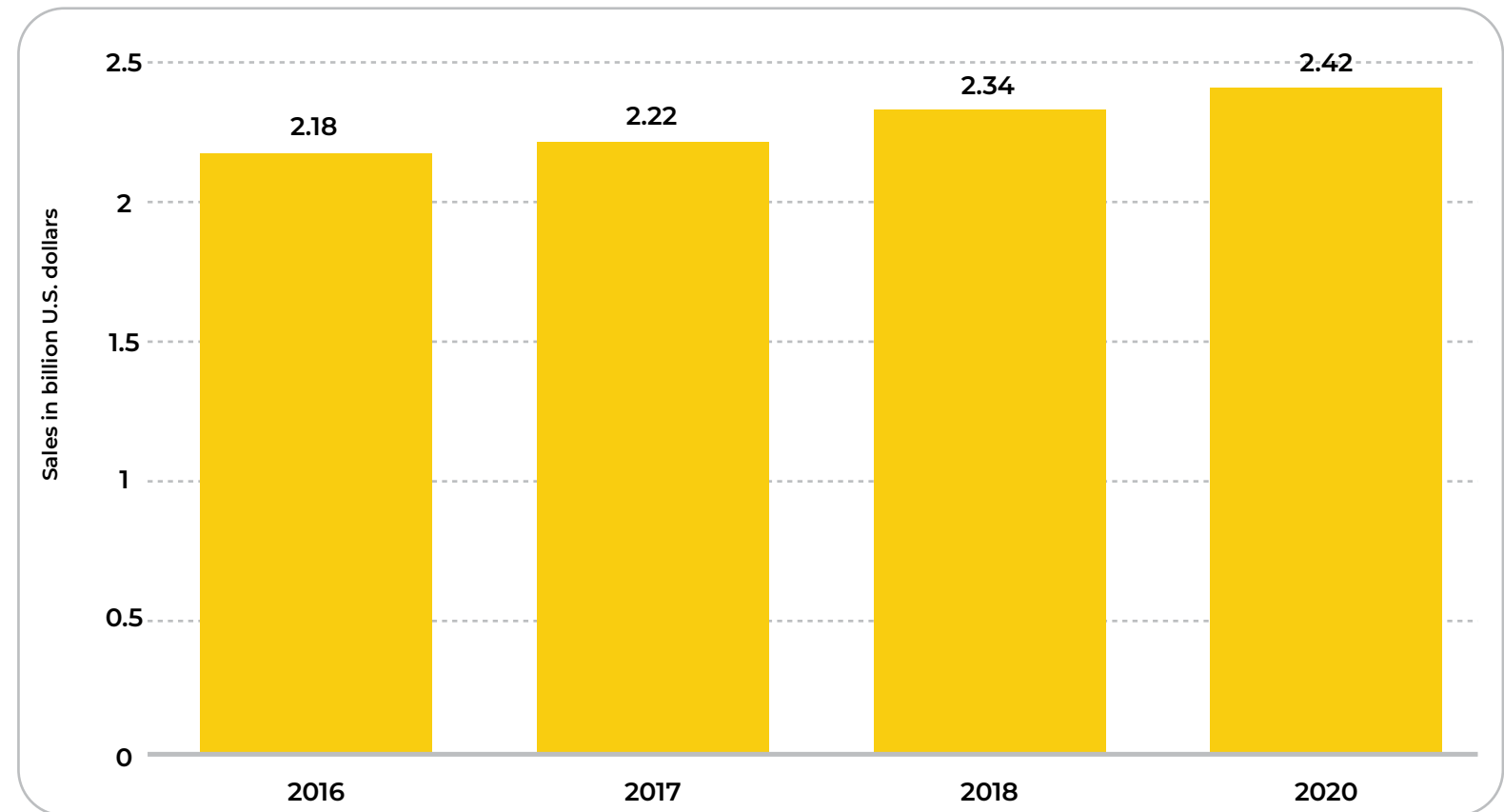
- From 2016 to 2020, the US baby feeding, care, and travel accessories market saw consistent growth.
- By the end of 2020, sales figures reached around \$2.42 billion.
- This segment includes various products such as feeding bottles, breast pumps, pacifiers, diaper bags, and car seats.
- Parents prioritize the health, safety, and comfort of their infants, driving demand for high-quality and innovative baby products.
- Projections indicate further market expansion, with an estimated size of \$4.9 billion by the conclusion of 2024.

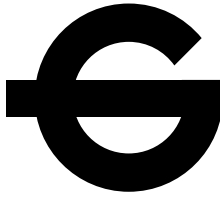




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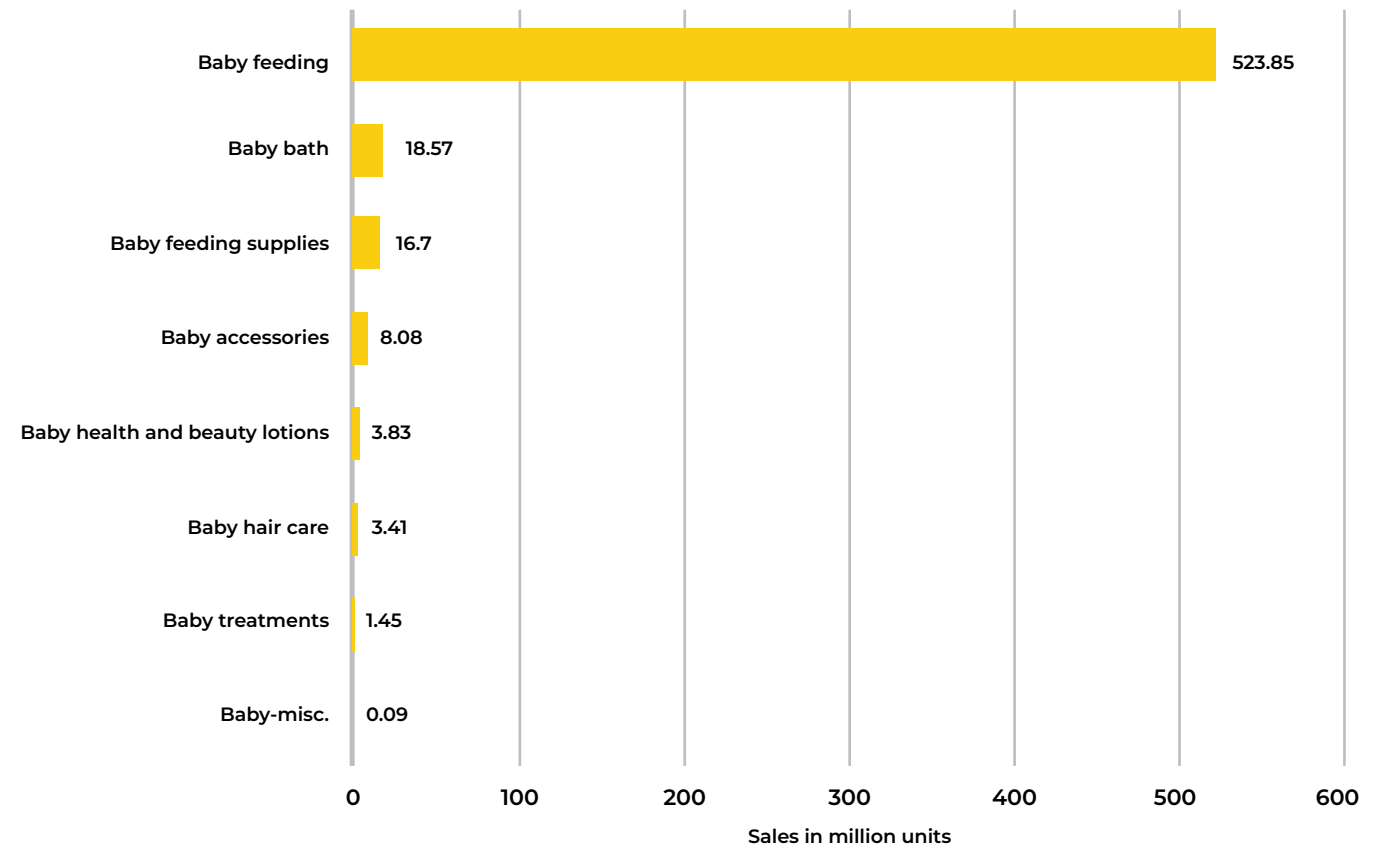


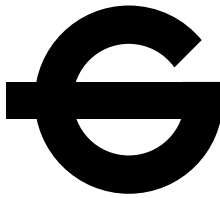


BABY ACCESSORIES MARKET OUTLOOK IN THE USA

- In the United States, baby feeding products sold approximately 523.85 million units in the span of 52 weeks.
- Meanwhile, baby bath products recorded sales of about 18.57 million units during the same period.

Supermarket unit sales of baby products in the United States by category in millions





BABY TOYS AND PLAY EQUIPMENT MARKET OUTLOOK IN THE USA

Industry Overview:

- Current market value: \$4.03 billion
- Products: Range of developmental toys for infants and young children

Market Drivers:

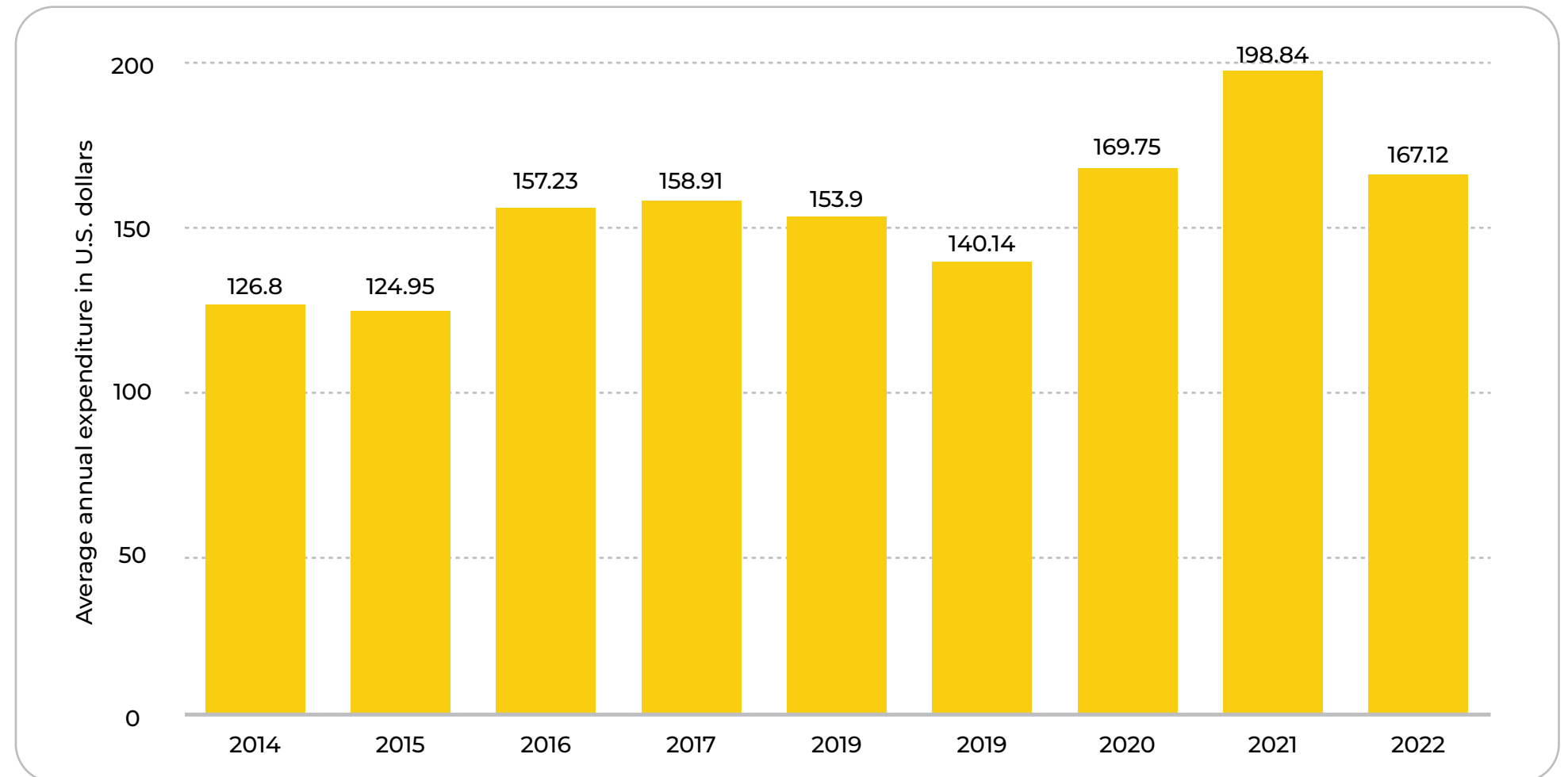
- Consistent U.S. birth rates
- Rising disposable incomes
- Focus on early childhood development

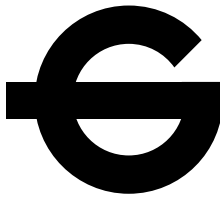
Consumer Spending:

- Average annual household spend on toys: \$170

Consumer Spending:

- Investment in educational and innovative play option

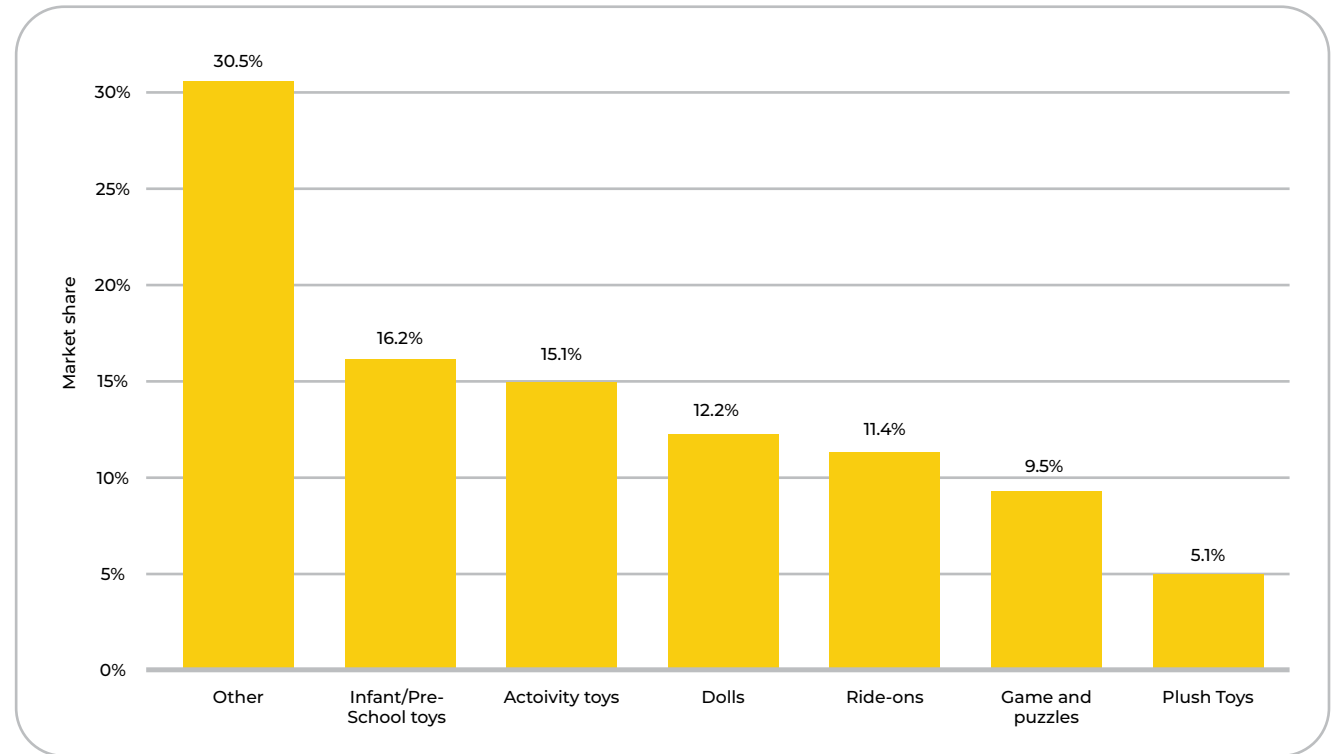


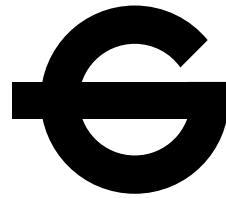


BABY TOYS AND PLAY EQUIPMENT MARKET SEGMENTATION

- **"Other" Category:** 30.5% market share, includes varied toys and games.
- **Infant/Preschool Toys:** 16.2%, focus on developmental needs for young children.
- **Activity Toys:** 15.1%, promote active engagement and exploration.
- **Dolls:** 12.2%, enable imaginative play.
- **Ride-ons:** 11.4%, for physical activity.
- **Games and Puzzles:** 9.5%, enhance cognitive skills.
- **Plush Toys:** 5.1%, provide comfort and companionship.

Trend Insights: Activity and infant/preschool toys likely favoured, indicating a preference for active play and early development.





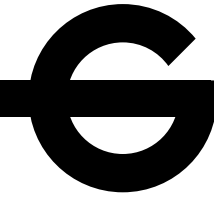
BABY TOYS AND PLAY EQUIPMENT MARKET TRENDS

- Increased demand for tech-driven toys enhancing cognitive, language, and motor skills.
- STEM-focused toys introducing science, technology, engineering, and math concepts.
- Preference for eco-friendly materials in toy production.
- Encouragement of outdoor and active play to combat sedentary lifestyles.
- Growth in smart toys with personalized learning features.
- Adoption of augmented reality for immersive play experiences.
- Rise in customizable toys allowing personalization.
- Promotion of inclusivity through diverse toy options.
- Emphasis on safety standards and non-toxic materials.
- Development of sensory toys for sensory stimulation.

1	Chew toy - Topic	+250%
2	Fidget toy - Topic	+110%
3	Mobile - Sculpture	+100%
4	Babies "R" Us - Topic	+90%
5	1990s - Topic	+80%

1	baby workout toys	Breakout
2	baby easter basket ideas	+3,200%
3	baby easter toys	+1,500%
4	pinkfong toys	+400%
5	baby monitor	+350%

COMPETITOR & PRODUCT ANALYSIS

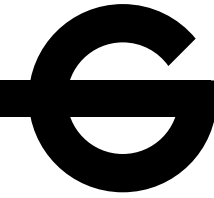


Fisher-Price Busy Buddies Gift Set:

- Includes three animal-themed sensory toys for younger babies.
- Features teething elements, squeaks, and clicking sounds.
- Price: \$33.
- Pros: Cute and colorful design, offers various sensory experiences, portable.
- Cons: Some infants may lose interest quickly, limited play options compared to other sets.
- Cons: Higher price, available only through subscription.



COMPETITOR & PRODUCT ANALYSIS

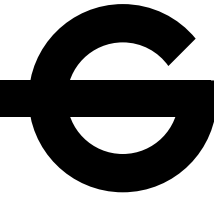


Beaba Babycook 4-in-1 Baby Food Maker:

- Compact all-in-one steamer and food processor.
- Quickly creates smooth purees in under a minute.
- Price: \$160.
- Pros: Very easy to use, compact and sleek design, consistently smooth purees.
- Cons: Hidden water reservoir, difficult to clean, vague manual.



COMPETITOR & PRODUCT ANALYSIS

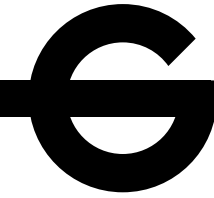


OXO Tot Perch Booster Seat with Straps:

- Sleek booster seat with extended lifespan.
- Suitable from 15 months to older children.
- Price: \$42.
- Pros: Long age range, folds for storage, easy to clean, removable straps.
- Cons: Short boost height.



COMPETITOR & PRODUCT ANALYSIS

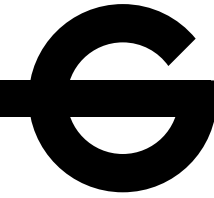


Skip Hop Moby Smart Sling 3-Stage Tub Baby Bathtub:

- Versatile bathtub for newborns to older babies.
- Price: \$34.99.
- Pros: Adjustable recline for different baby stages, stable design, easy to clean and store.
- Cons: Larger footprint compared to other baby bathtubs



RISKS & COUNTER STRATEGIES IN THE BABY PRODUCT MARKET



- Regulatory Compliance: Ensure adherence to safety standards and regulations.
- Competitive Market: Innovate and brand products to maintain profitability.
- Consumer Preference Shifts: Stay adaptable by aligning with market trends.
- Reputational Risks: Prioritize quality and ethical practices to maintain trust.
- External Disruptions: Diversify supply chains for resilience against challenges.
- Porter's 5 Forces Analysis Summary:
 - Threat of New Entrants: Moderate, eased by e-commerce opportunities.
 - Bargaining Power of Suppliers: Moderate, with multiple options.
 - Bargaining Power of Buyers: High, driven by quality sensitivity.
 - Threat of Substitutes: Moderate to high, with alternative products available.
 - Competitive Rivalry: Intense, with players striving for differentiation.

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