

Electric Baby Stroller Market projected to surpass US\$ 84.73 million by 2028 at a CAGR of 26.08%

The electric baby stroller market is expected to grow at a 26.08% CAGR in the forecasted period to reach a market size worth US\$84.738 million by 2028.



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/EINPresswire.com/ -- According to a new study published by Knowledge Sourcing Intelligence, the [electric baby stroller market](#) is projected to grow at a CAGR of 26.08% between 2021 and 2028 to reach US\$84.738 million by 2028.

The electric baby stroller industry is poised for robust expansion, primarily driven by the market players' substantial investments in research and development (R&D). Additionally, the market is anticipated to thrive, sustained by the notable convenience these electric strollers provide, even though they come at a higher cost compared to traditional models. Furthermore, the growing trend among millennials and baby boomers becoming parents, along with the flourishing travel industry, significantly contributes to shaping the market's growth trajectory.

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The electric baby stroller market was evaluated at US\$16.737 million for 2021 and is expected to grow at a CAGR of 26.08% reaching US\$84.738 million by the year 2028.”

*Knowledge Sourcing
Intelligence*

Electric strollers are a specific type of stroller equipped with electric motors in the wheels, batteries, and electric

brakes. These strollers are designed to enhance safety, ease of movement, and comfort for both the child and the caregiver. They prove particularly helpful when navigating hilly or uneven terrain, as the electric assistance aids parents in pushing the stroller.

The Electric Baby Stroller Market is experiencing positive growth due to the superior convenience these products offer. Increased birth rates in both developed and developing economies, coupled with a growing working-class population, drive demand for convenience goods. For example, data from the Centers for Disease Control and Prevention reveals a 1% increase in births from 2020 to 2021. In addition, Stringent government regulations, such as the Standard Consumer Safety Performance Specification for Carriages and Strollers provided by ASTM

International, are boosting demand for electric baby strollers. These regulations encourage manufacturers to enhance their products, fostering industry growth. Furthermore, the integration of advanced electrical technology in consumer goods aligns with the trend toward IoT and automation. In competitive markets like baby strollers, companies vie to offer innovative features, such as Cybex's e-PRIAM strollers with rocking capabilities, customizable motor support, and battery and firmware monitoring via the CYBEX App. Therefore, these factors collectively drive the electric baby stroller industry during the anticipated timeframe.

Access sample report or view details: <https://www.knowledge-sourcing.com/report/electric-baby-stroller-market>

Based on the component, the electric baby stroller market is bifurcated into hardware and software. The software segment is expected to experience strong growth because of the increasing popularity of electric strollers. Many products can be controlled using mobile applications, allowing users to connect their smartphones to the strollers via [Bluetooth](#) and authorization codes to access their functions.

By distribution channel, the electric baby stroller market is categorized into online and offline. The online sector is poised for swift expansion due to the consistent rise in internet and smartphone usage in both developed and developing global economies. Additionally, the burgeoning [e-commerce](#) sector, alongside major companies embracing online distribution channels to extend their customer reach, will provide further impetus to the growth of this segment.

Geographically, the electric baby stroller market is divided into North America, South America, Europe, the Middle East and Africa, and Asia Pacific. North America is set to command a substantial portion of this market, with the United States, in particular, expected to be the fastest-growing country in the region. This growth is driven by a surge in single-parent households and the concentration of companies within the country, further propelling the electric baby stroller market. Additionally, the expanding working population in the United States contributes to the rising demand for electric baby strollers.

As a part of the report, the major players operating in the electric baby stroller market that have been covered include Robert Bosch GmbH, CYBEX (Goodbaby International Holdings Limited), Emmaljunga, Smartbe (Indiegogo, Inc.), Foppapedretti S.p.a., and JINHUA COMFORT VEHICLE.CO., LTD. among other major market players.

The market analytics report segments the electric baby stroller market on the following basis:

- By Component
 - o Hardware
 - o Software

- By Distribution Channel

- o Online
- o Offline

- By Geography

- o North America

- United States
- Canada

- o South America

- Brazil
- Argentina
- Others

- o Europe

- United Kingdom
- Germany
- France
- Others

- o Middle East and Africa

- UAE
- Others

- o Asia Pacific

- China
- Japan
- South Korea
- Others

Companies Profiled:

- Robert Bosch GmbH
- CYBEX (Goodbaby International Holdings Limited)
- Emmaljunga

- Smartbe (Indiegogo, Inc.)
- Foppapedretti S.p.a.
- JINHUA COMFORT VEHICLE.CO., LTD.
- *Not an exhaustive list

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