

Baby Carrier Market worth \$578.38 million by 2030, growing at a CAGR of 5.99% - Exclusive Report by 360iResearch

The Global Baby Carrier Market to grow from USD 362.98 million in 2022 to USD 578.38 million by 2030, at a CAGR of 5.99%.

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EINPresswire.com/ -- The "[Baby Carrier Market](#) by Product (Backpack & Buckle, Sling), Distribution Channel (Convenience Store, Online Store, Supermarkets or Hypermarkets) - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.



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The baby carriers are normally made of soft fabrics that wrap around the chest, providing comfort and support for the baby and allowing the parent or carer to keep their hands free while performing everyday tasks. Growing consumer spending and the increasing popularity of ergonomically designed baby carriers, known for better comfort and safety of babies, are driving the adoption of baby carriers. The increasing number of nuclear families and the rising concerns among parents about the safety of their children is increasing the usage of baby carriers. However, the comfort issues and increasing recalls associated with baby carriers impede the market growth. The ongoing efforts by governing agencies to implement stringent safety standards on manufacturing baby carriers are encouraging market players to add innovative features that allow multiple positions to carry a baby. Moreover, the increasing usage of biomaterials for producing eco-friendly baby carriers is expected to expand the scope of baby

carriers.

Distribution Channel: Growing adoption of online sales channel due to ease of comfort
The child carriers are being purchased through various distribution channels, including online and offline, offering customers a vast pool of opportunities to choose the product. Online sales channels have gained high traction, and as a result, players operating in the industry are strengthening their digital presence through social media platforms, such as Instagram and YouTube, which are playing huge roles in the trends linked to baby and child-specific products. At the same time, offline retailer shopping helps the consumer to inspect the product thoroughly before buying, which decreases the risk of purchasing a duplicate product and provides a more satisfying shopping experience for loved ones.

Product: Rising popularity of backpack & buckle carriers for outdoor activities and longer outings

Backpack & buckle carriers have a structured design with a backpack-style harness and buckles for easy adjustments. Backpack & buckle carriers support both the parent and the baby, making them a popular choice for outdoor activities and longer outings. A sling carrier is worn over one shoulder and across the torso, with the baby sitting in the pocket created by the fabric. Sling carriers are versatile, lightweight, and easy to pack, making them the preferred choice for travel or quick errands. Sling carriers are made with various materials, including linen, cotton, and silk. A hammock-like sling usually consists of a fabric panel suspended from two shoulder straps. The baby sits in the fabric panel, providing a secure and comfortable cocoon-like environment. A long-wrappable sling comprises an elongated piece of fabric that can be skillfully wrapped around the wearer's body in multiple configurations. This wrapping technique allows for the creation of a secure and comfortable carrying position for the baby.

Regional Insights:

The child carrier market is innovative and driven by the prevalence of regional players specialized in offering novel designs and eco-friendly and convenient raw material-based products. Governments of different provinces in the United States have laid strict rules and regulations for maintaining the quality of baby carriers. These extensive rules in the American region are expected to increase the demand and competitiveness in the market, which consists of many organized and unorganized players. Additionally, baby carriers imported to and manufactured in the European Union should be designed to comply with applicable safety requirements in mind. The increasing spending power of European consumers and the growing focus of the manufacturers on designing high-quality baby carriers, ensuring the safety and comfort of babies propel the market growth in the region. Moreover, the surge in the toddler population and growing availability on eCommerce platforms facilitate the higher adoption of baby carriers such as buckled baby carriers, baby wrap carriers, baby sling carriers, and similar products across the APAC region.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the Baby Carrier Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the Baby Carrier Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the Baby Carrier Market, highlighting leading vendors and their innovative profiles. These include Ankalia Textiles, Artsana S.p.A., Baby K'tan, LLC, BabyBjörn AB, Blue Box Holdings Ltd., Boba Inc., Brevi Milano S.p.A, Britax Child Safety, Inc., Chinmay Kids, CleverCarriers, Combi, Compass Group Diversified Holdings LLC, Ganttex s.r.o., Goodbaby International Holdings Limited, Kokadi GmbH & Co. KG, Konny, Lalabu, LennyLamb Sp. z o. o. Sp. k., LÍLLÉbaby, LLC, Manduca by Wickelkinder GmbH, MATEX, New Native Inc., R for Rabbit Baby Products Pvt. Ltd., Solly Baby Company, Storchenwiege GmbH & Co. KG, Tetra Clothing, and WildBird, LLC.

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Market Segmentation & Coverage:

This research report categorizes the Baby Carrier Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Product, market is studied across Backpack & Buckle and Sling. The Sling is further studied across Hammock-like Sling and Long-wrappable Sling. The Backpack & Buckle commanded largest market share of 67.54% in 2022, followed by Sling.

Based on Distribution Channel, market is studied across Convenience Store, Online Store, and Supermarkets or Hypermarkets. The Convenience Store commanded largest market share of 51.43% in 2022, followed by Supermarkets or Hypermarkets.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East &

Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across Arizona, California, Florida, Illinois, Indiana, Massachusetts, Nevada, New Jersey, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Europe, Middle East & Africa commanded largest market share of 39.68% in 2022, followed by Asia-Pacific.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. Baby Carrier Market, by Product
7. Baby Carrier Market, by Distribution Channel
8. Americas Baby Carrier Market
9. Asia-Pacific Baby Carrier Market
10. Europe, Middle East & Africa Baby Carrier Market
11. Competitive Landscape
12. Competitive Portfolio
13. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the Baby Carrier Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the Baby Carrier Market?

3. What is the competitive strategic window for opportunities in the Baby Carrier Market?
4. What are the technology trends and regulatory frameworks in the Baby Carrier Market?
5. What is the market share of the leading vendors in the Baby Carrier Market?
6. What modes and strategic moves are considered suitable for entering the Baby Carrier Market?

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