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Baby Sleepwear Market Projected Expansion to $60.5+ Billion Market Value by 2032, with a 4.6% CAGR from 2023 to 2032

In-depth analysis of the baby sleepwear market segmentation assists to determine the prevailing market opportunities.

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> The baby sleepwear market was valued at $39.3 billion in 2022, and is estimated to reach $60.5 billion by 2032, growing at a CAGR of 4.6% from 2023 to 2032. "
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> *Allied Market Research*

WILMINGTON, DE, UNITED STATES, December 3, 2024 /EINPresswire.com/ -- Allied Market Research published a report, titled, "Baby Sleepwear Market By Type (Rompers, Pajamas), By Material (Cotton, Linen, Bamboo, Others), By Price Point (Mass, Premium), By Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Brand Stores, Online Channels, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032". According to the report, the global baby sleepwear market was valued at $39.3 billion in 2022, and is projected to reach $60.5 billion by 2032, growing at a CAGR of 4.6% from 2023 to 2032.

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The rompers segment to maintain its leadership status throughout the forecast period

Based on type, the rompers segment held the highest market share in 2022, accounting for around two-thirds of the global baby sleepwear market revenue and is estimated to maintain its leadership status throughout the forecast period, as baby rompers are the most comfortable for babies and most convenient for the parents. However, the pajamas segment is projected to manifest the highest CAGR of 4.8% from 2023 to 2032, as the demand for pajamas for older babies is increasing, as they can start wearing them themselves without parents' help.

The cotton segment to maintain its lead position throughout the forecast period

Based on material, the cotton segment held the highest market share in 2022, accounting for more than two-thirds of the global baby sleepwear market revenue and is estimated to maintain its leadership status throughout the forecast period. This is because baby clothing made of

cotton is very breathable and keeps them cool in the summer and cozy in the winter, and it is hypoallergenic as well, which aids in protecting newborns' skin from infections and skin conditions. However, the bamboo segment is projected to manifest the highest CAGR of 5.0% from 2023 to 2032, as this kind of fabric is very breathable, comfortable, and sustainable because it grows easily, uses little water, and can be recycled.

The mass segment to maintain its leadership during the forecast period

Based on price point, the mass segment accounted for the largest share in 2022, contributing to more than 90% of the global baby sleepwear market revenue and is projected to maintain its lead position during the forecast period, because baby sleepwear that are mass-produced are those that are used very frequently by parents as they can buy more at lower prices. The premium segment is expected to portray the highest CAGR of 5.2% from 2023 to 2032, as premium baby sleepwear offer better quality raw materials and finished products from reputed brands.

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The supermarkets and hypermarkets segment to maintain its leadership throughout the forecast period

Based on distribution channel, the supermarkets and hypermarkets segment held the highest market share in 2022, accounting for nearly three-fifths of the global baby sleepwear market revenue and is estimated to maintain its leadership status throughout the forecast period, as baby sleepwear from several different categories and brands in one location assists consumers in forming a connection between the company and the shopper. However, the online channels segment is projected to manifest the highest CAGR of 5.3% from 2023 to 2032, owing to the increase in online order reliability and quality assurance of baby sleepwear through trusted manufacturers and online baby product stores.

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Asia-Pacific to maintain its dominance by 2031

Based on region, Asia-Pacific held the highest market share in terms of revenue in 2022, accounting for nearly three-fifths of the global baby sleepwear market revenue, owing to the large population as well as the large number of babies in the region. Asia-Pacific is also expected to witness the fastest CAGR of 5.4% from 2023 to 2032, as parents in the region are aiming for premium quality products due to rising disposable incomes in the region.

Leading Market Players: -

BENETTON GROUP S.R.L.
CARTER'S, INC.
HANDM GROUP
MOTHERCARE PLC
NIKE INC.
PVH CORP.
THE CHILDREN'S PLACE, INC.
THE GAP, INC.
INDUSTRIA DE DISENO TEXTIL, S.A.
UNDER ARMOUR, INC.

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