Global Baby Stroller and Pram Market 2016-2020

Description:
Market outlook of baby stroller and pram

Faced with fast-paced modern lifestyles along with the emergence of nuclear and single-parent families worldwide, consumers are increasingly seeking for convenience and safety of their baby, hence they are relying on convenient and safe baby care products. The research shows that the changing lifestyles are a major factor triggering market growth, which has resulted in a projected CAGR of over 5% for the global baby stroller and pram market during the forecast period.

Geographically, the baby stroller and pram market is well diversified across Europe, North America, the APAC region, and ROW. Europe held the top position with the biggest market share in terms of revenue in 2015. The main reasons contributing to Europe’s high market share is the improvements in product quality along with rising demand for multifunctional and convenient baby travel gear and decreasing price amongst the population.

Product segmentation and analysis of the baby stroller and pram market

Buggy (prams)
Compact (prams)
Comfort (strollers)
3-wheeler (strollers)
Multi-child (strollers)

The year 2015 witnessed the dominance of the comfort strollers segment with more than 37% share. However, the 3-wheeler strollers segment is gaining traction and is expected to have the fastest growth during the forecast period. Peg Perego, Kolcraft, Britax, Bumbleride, Mountain Buggy and Valco are some of the trending brands for 3-wheeler strollers.

Segmentation and analysis by sales channel of the baby stroller and pram market

Baby boutique stores
Chain specialized stores
Mass market stores
Online retailers

In terms of sales channel, the chain specialized stores segment was the leading distributor of baby strollers and prams and accounted for a significant share of more than 55% in 2015. These stores are organized retail outlets, which offers a wide variety of baby care products to consumers.

Competitive landscape and key vendors

Increased consumer concerns regarding the safety of their child and the rise in per capita income in developing economies such as APAC and ROW, which include Latin America, Middle East, and Africa, are spurring the growth of the market, making them an attractive location for the launch of new products. Therefore, international vendors are increasing venturing into these market and expanding their market share.

The leading vendors in the market are -

Baby Jogger
Chicco
Dorel
Evenflo
Graco

Other prominent vendors in the market include Baby Trend, Brevi, Britax, Bugaboo, Bumbleride, Combi, Concord, Inglesina, Joovy, Mamas and Papas, Mee Mee, Mother Care, Orbit Baby, Peg Perego, Stokke, Thule,
and UPPAbaby.

Key questions answered in the report
- What will the market size and the growth rate be in 2020?
- What are the key factors driving the global baby stroller and pram market?
- What are the key Market trends impacting the growth of the global baby stroller and pram market?
- What are the challenges to market growth?
- Who are the key vendors in the global baby stroller and pram market?
- What are the market opportunities and threats faced by the vendors in the global baby stroller and pram market?
- Trending factors influencing the market shares of the APAC, Europe, North America and ROW.
- What are the key outcomes of the five forces analysis of the global baby stroller and pram market?

Related reports

Global Baby Health and Personal Care Market 2015-2019
Global Baby Car Seat Market 2015-2019
Global Baby Travel Bags Market 2015-2019
Baby Stroller and Pram Market in Europe 2015-2019

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