

Baby and Children's Clothing - US - 2023

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This report looks at the following areas:

- Baby and children's items purchased
- Which retailers are shopped
- Purchase influences
- Preferences while shopping
- Desired clothing features
- Attitudes toward baby and children's clothing

Half of parents want their children to participate in the shopping process with them. Children wield great influence over what their parents purchase: parents don't want to buy something their child won't wear. Parents want kids to try on items to make sure they fit correctly and are comfortable, which will mean the child is more likely to wear the item in the long run.

Inflation is a problem for consumers. Kids need clothing as they grow so it won't be something parents cut out of their budgets; however, parents will be looking for items that are lower priced, durable and possibly secondhand to minimize the total amount spent on clothing and maximize the value of each purchase.

Couples are having fewer children if having kids at all. A declining birth rate and fewer children per household will create less demand for baby and children's clothing in the coming years. Brands will need to prove to consumers how their clothing items will keep up with kids through playtime (eg no tears, rips) as well as support consumer needs such as sustainability.

The secondhand market and grow-with-you clothing are key opportunities for brands. Consumers are looking to reduce their environmental footprint, but since kids grow quickly, they are in consistent need of new clothing items. Brands that can help parents sell and purchase gently used items will see greater success as this market adapts in the coming years.



"The baby and children's clothing market will see slow, steady growth in the next five years. Decelerating birth rates will create less demand for these items; however, parents could be willing to spend more per child if they have fewer children to care for in their household."

– **Katie Hansen, Senior Analyst, Retail & eCommerce**

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