

Baby Durables - US - 2023

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This report looks at the following areas:

- The impact of inflation and economic pressures on the baby durables category
- What baby durables items parents buy
- Where and how baby durables items are purchased
- Parents' desired product attributes for baby durables items
- Behaviors and attitudes toward shopping for baby durables

Total retail sales of the baby durables category were estimated at \$10.7 billion at current prices in 2022, up 5% versus the previous year. However, this uptick in market value is largely driven by inflation as parents spend more and get less for their dollar. Overall market growth has been stagnant in recent years due to lower birth rates in the US – a trend only exacerbated by the pandemic. In the years ahead, slow growth is expected to continue, though there may be more new parents in the market coming out of the peak pandemic era.

While the baby durables market will weather economic challenges due to its essential nature, economic pressures will see consumers prioritize value. Notably, most parents are unwilling to sacrifice quality, safety and durability, suggesting that promotions and savings will play a critical role in shopping decisions as parents get more intentional about their spending. In the current environment, mass merchandisers and other value-focused outlets will be uniquely positioned to deliver category growth as a mix of low prices, wide variety of products and convenient shopping options will win with budget-conscious parents.



“Baby durables products are essential, but the category has faced slow growth amid low birth rates in recent years. While economic pressures will bring an increased focus on value, parents continue to prioritize safety, quality and durability.”

– **Brittany Steiger, Senior Analyst – Retail & eCommerce**

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