



## CHINA'S DOMESTIC BABY STROLLER BRANDS IN THE SPOTLIGHT: DISCOVER THE LATEST TRENDS IN CHINESE BABY STROLLER MARKET

As the global baby care market continues to grow, Chinese parents are as well willing to spend more on baby products. According to Euromonitor, China's baby stroller market size is anticipated to reach 10 billion yuan by 2025. International brands are facing intensified competition with the aggressive expansion of domestic baby product brands in China, especially in the baby safety seat and stroller segment. China's domestic baby stroller brands are gaining trust with their high-quality products, extensive parenting knowledge delivering to parents and marketing promotions via top live streaming e-commerce platforms.

Based on iAudience data, we have traced and profiled Chinese netizens who browsed Chinese baby stroller brands, highlighting their audience profiles, preferences and online behaviors to unveil the latest trends and market insights in Chinese baby stroller market.

### AUDIENCE DEMOGRAPHICS

#### MARKET SCALE



**223M**

As of 16<sup>th</sup> November 2021

#### GENDER

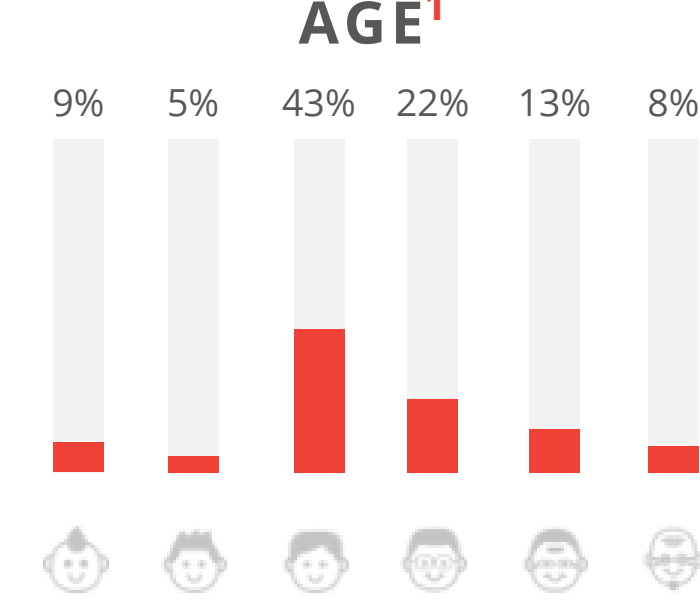


**32%**

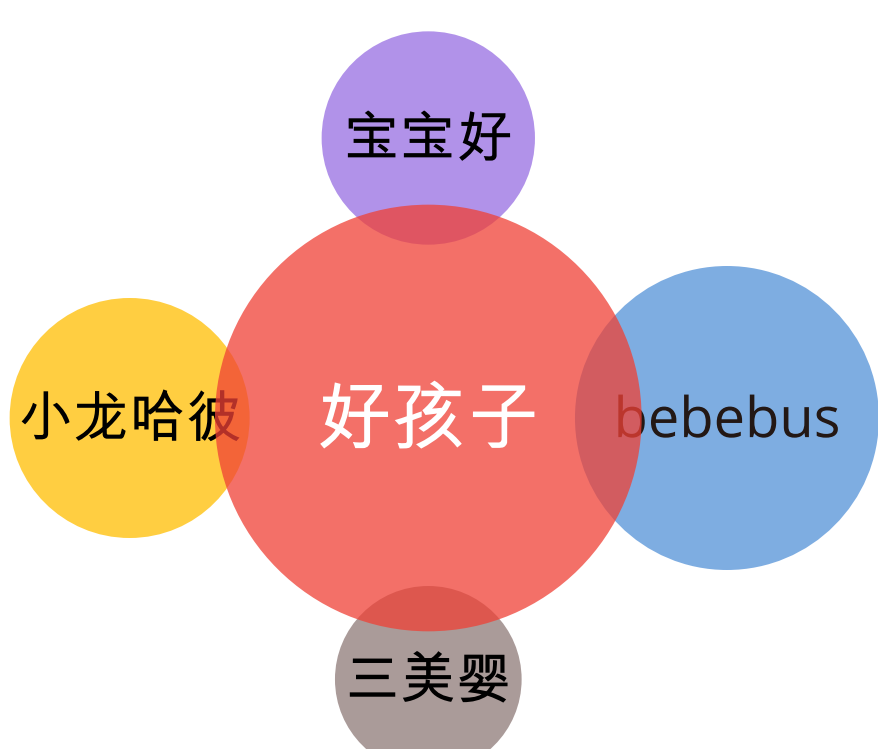


**68%**

#### AGE<sup>1</sup>

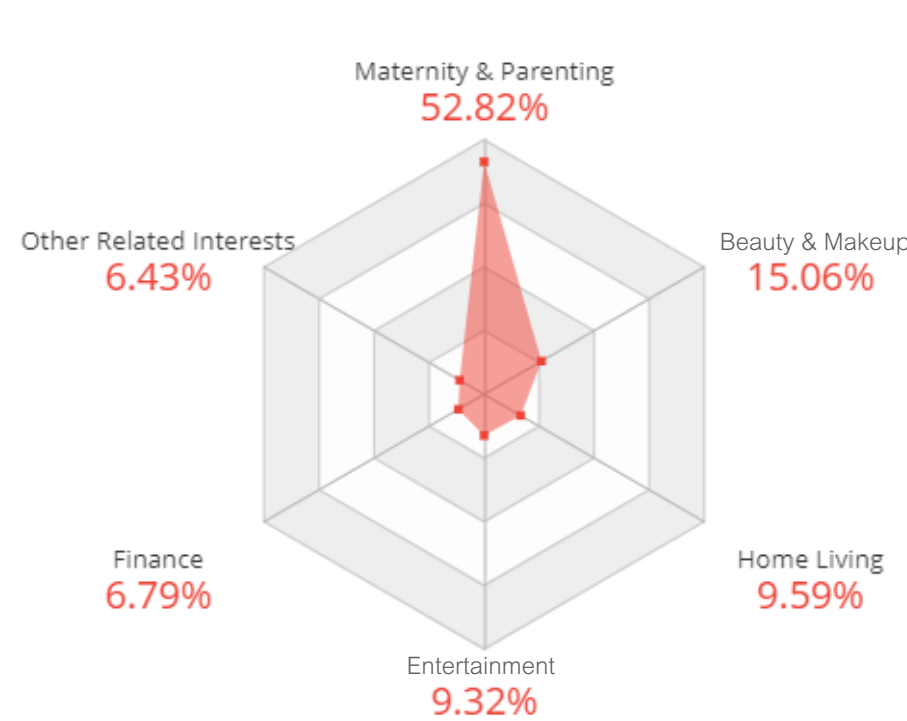


### MARKET LANDSCAPE OF CHINESE BABY STROLLER BRANDS



● 好孩子 (Goodbaby)	464.00K
● bebebus	229.68K
● 小龙哈彼 (Happy Dino)	119.61K
● 宝宝好 (BAOBAOHAO)	94.29K
● 三美婴 (Sunveno)	80.71K

### AUDIENCE INTERESTED CATEGORIES<sup>2</sup>



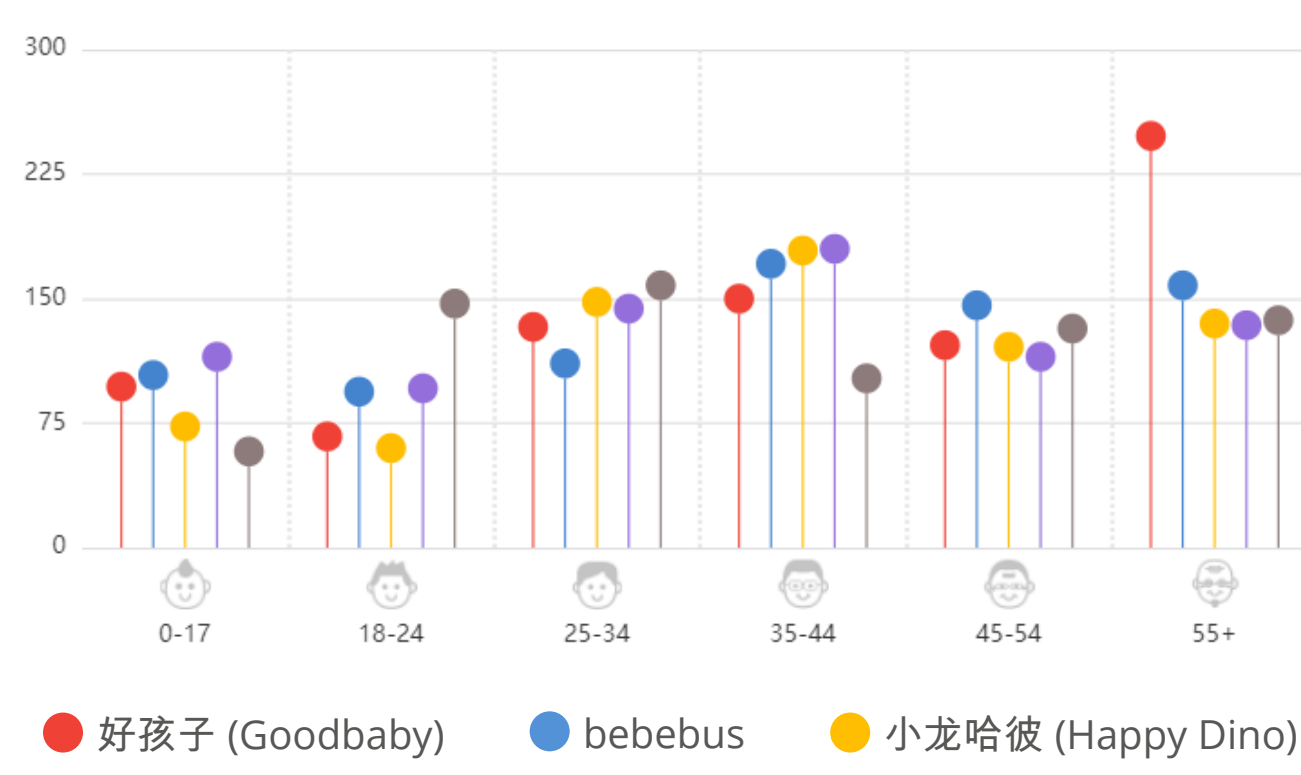
Maternity & Parenting	Beauty & Makeup	Home Living
1. Baby Care	1. Makeup	1. Life Service
2. Child Care	2. Personal Care Concerns	2. Home Living & Decorations
3. Pre-Pregnancy	3. Facial Care Products	3. Consumer Digital Products
4. Other Baby Products	4. Face Make Up	4. Home With Pets
5. Baby Diapers	5. Primer	5. Family Life Service

### AUDIENCE INTERESTED KEYWORDS<sup>3-4</sup>

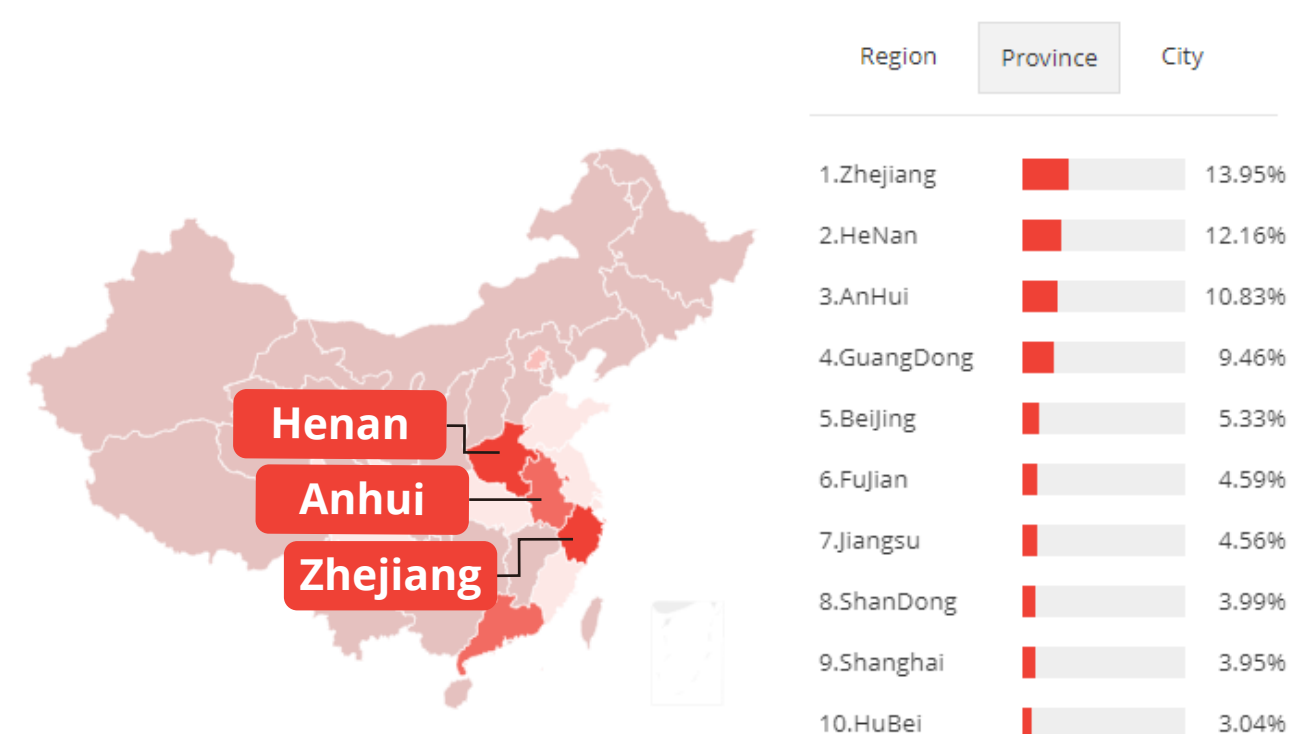
- **Baby Stroller Features:** Foldable<sup>1</sup>, Light<sup>2</sup>, Portable<sup>3</sup>
- **Parenting Knowledge:** Kuaishou<sup>4</sup>, Live Streamer<sup>5</sup>, Blogger<sup>6</sup>, Li Jia<sup>7</sup>, Hu Chao<sup>8</sup>, Sina<sup>9</sup>, Livestreaming<sup>10</sup>, Interviews<sup>11</sup>, Manuscript<sup>12</sup>
- **Retail Channels:** Baby Stores<sup>13</sup>, E-commerce Platforms<sup>14</sup>, WuShang.com<sup>15</sup>



### BRAND PREFERENCE INDEX BY AGE



### AUDIENCE GEOGRAPHIC LOCATIONS



<sup>1-4</sup>Indicates the corresponding key takeaways derived from the related insights using iAudience

Source: iAudience Data as of Nov 2021

## KEY INSIGHTS ON CHINESE AUDIENCE BROWSING CHINESE BABY STROLLER BRANDS RELATED TOPICS



**01** Majority of the interested audiences are **Female Adults (25-34)**.

**02** Audiences also interested in categories related to **Beauty & Makeup**.



**03** Audiences prefer to watch **Livestreaming** and **Short Videos** to enhance their parenting knowledge.

**04** Audiences tend to research online before making purchase and they value the opinion from **KOLs**.

