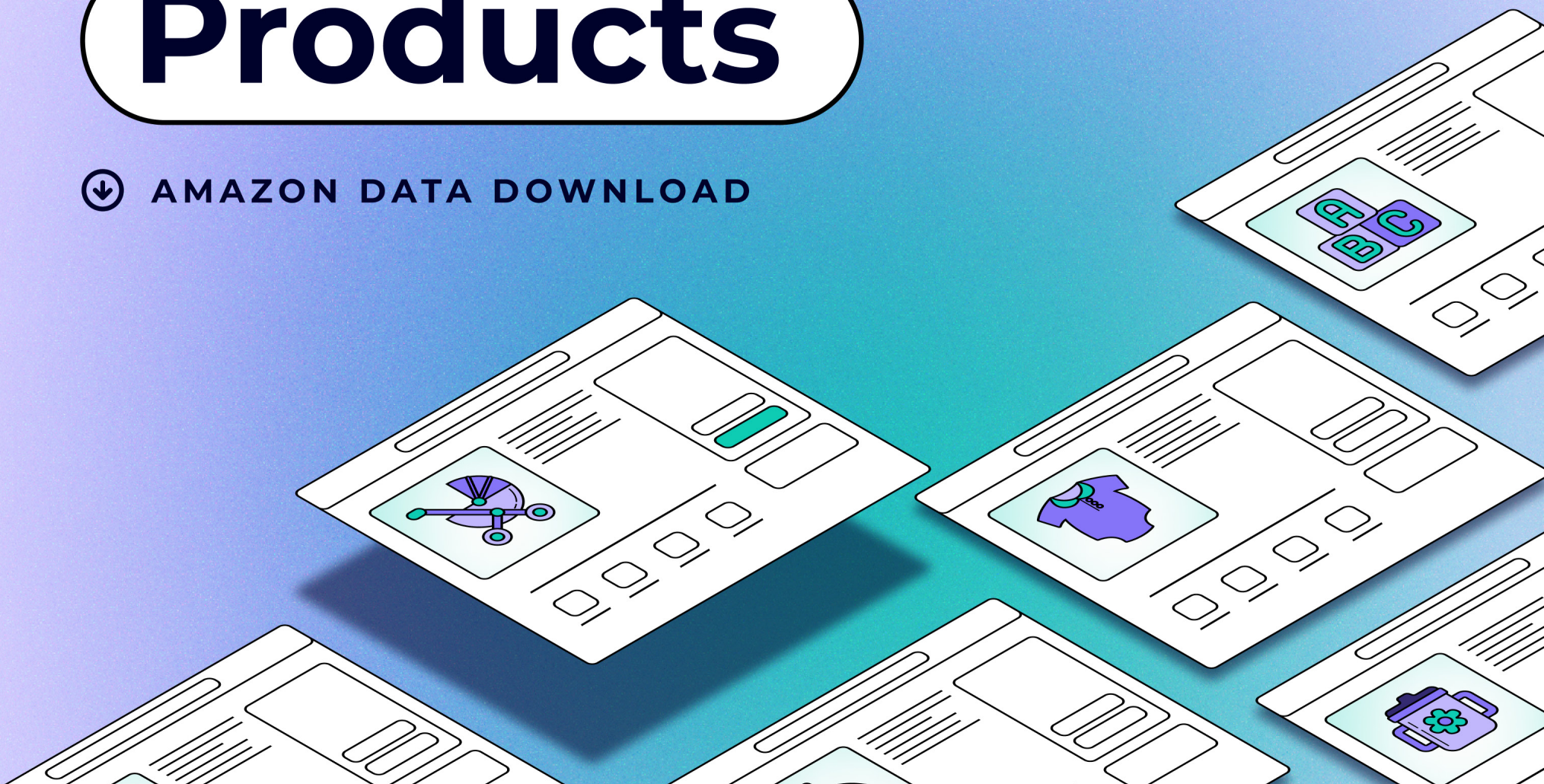


# Baby Products

⬇️ AMAZON DATA DOWNLOAD







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## CHAPTER 1

# The Shifting Landscape of the Baby Products Industry

This chapter explores the seasonal peaks and social media trends for baby products, offers details around the bankruptcy and closure of Buy Buy Baby, provides expert insights from industry leaders, and more.


- Seasonal Peaks for Baby Products
- Store Closures Reshaping the Industry
- Social Media Trends





# Seasonal Peaks for Baby Products

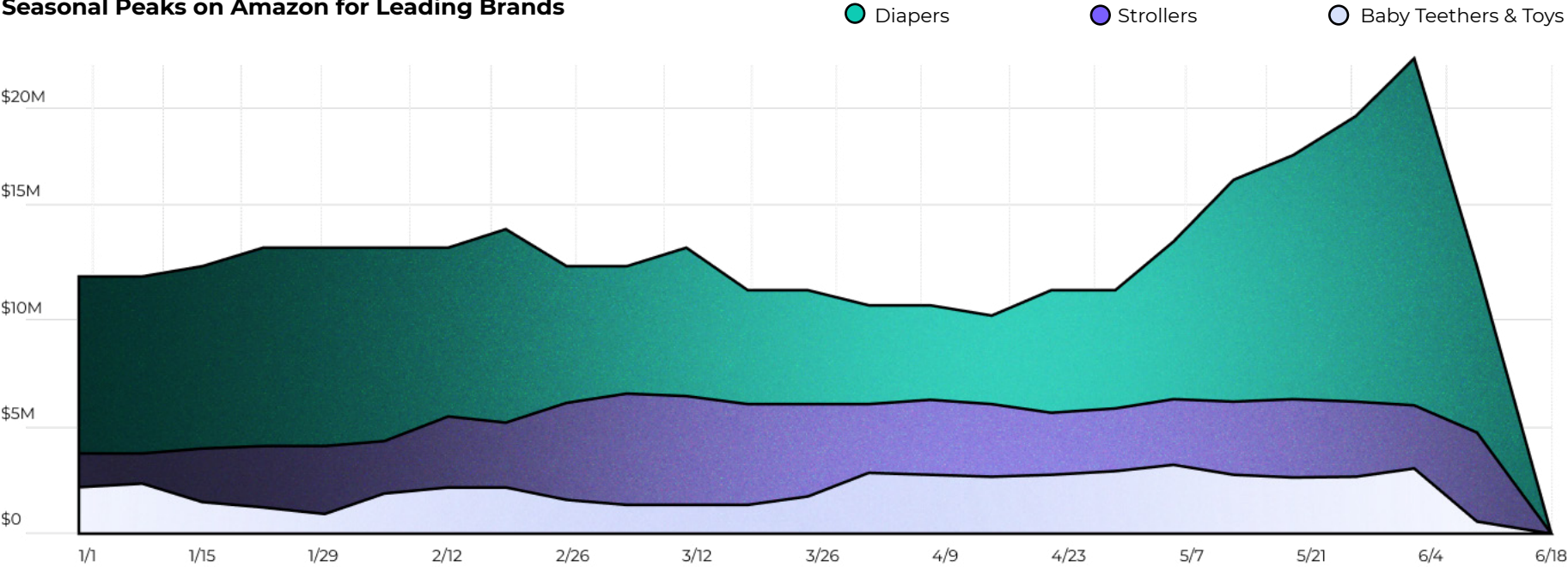
Many consumer products have a natural sales peak during certain times of the year. For baby products, that peak tends to happen in spring and summer.

 **Peak baby shower season**  
Spring - late summer\*

\*Source: [National Center for Health Statistics](#)

Research shows that most births in the United States take place between July and October. This makes spring and summer popular times for baby showers, and two of the most critical sales seasons for brands and retailers selling baby products.

## Seasonal Peaks on Amazon for Leading Brands



\*This chart represents the revenue over time for the top 5 brands in each Amazon category.

In this report, you'll find insights from industry leaders on the trends and shakeups impacting sales of baby products this year, gathered through exclusive interviews with Jungle Scout. Plus, we'll explore data from [Jungle Scout Cobalt](#) on the biggest competitors, keywords, and more in these categories.



# Store Closures Reshape the Baby

## Products Industry

### Major retailers file for bankruptcy

In April, Bed Bath & Beyond filed for bankruptcy and broke the news that they planned close all stores before the end of the summer. This included over 100 locations for Buy Buy Baby, which Bed Bath & Beyond acquired in 2007.

In the months since the filing, however, Buy Buy Baby's fate has become less certain. As the United States' largest specialty baby-products retailer, the chain has garnered interest from potential buyers that could bring it a second life.

#### The Bankruptcy of Bed Bath & Beyond and Buy Buy Baby

- **March 2007:** Bed Bath & Beyond acquires Buy Buy Baby for \$67 million
- **October 2020:** Bed Bath & Beyond shares plans to more than double the number of Buy Buy Baby stores
- **August 2022:** Bed Bath & Beyond announces restructuring that will close 150 stores
- **February 2023:** Bed Bath & Beyond raises over \$1 billion in funding, on the condition that its stock remain above \$1/share
- **April 21, 2023:** Bed Bath & Beyond stock drops to 29 cents per share, and the retailer cancels its condition funding deal
- **April 23, 2023:** Bed Bath & Beyond announces it is filing for bankruptcy and plans to close all Bed Bath & Beyond and Buy Buy Baby locations
- **April 26, 2023:** Bed Bath & Beyond store closures begin
- **June 5, 2023:** News breaks that an unnamed retailer has expressed interest in acquiring Buy Buy Baby, with plans to keep as many as 75% of stores open

\*Source: [The New York Times](#), [Forbes](#), [NBC News](#)

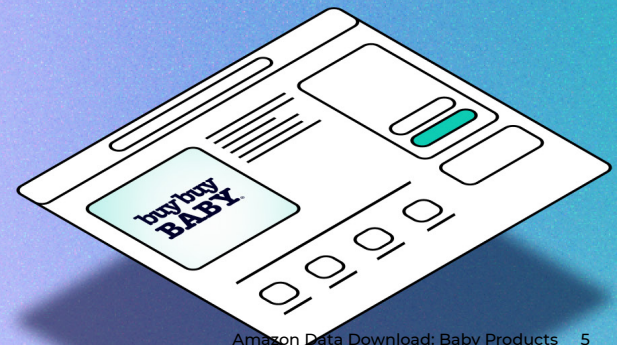


“Millions of customers have trusted us through the most important milestones in their lives. Our teams have worked with incredible purpose to support and strengthen Bed Bath & Beyond and Buy Buy Baby. We deeply appreciate our associates, customers, partners, and the communities we serve, and we remain steadfastly determined to serve them throughout this process.”



**SUE GROVE**

President & CEO of Bed Bath & Beyond Inc., in a [news release](#) accompanying the company's bankruptcy filing





## The Impact on Amazon Brands and Retailers

With uncertainty around the longevity of Buy Buy Baby unlikely to resolve before the end of peak baby shower shopping season, this year's sales could look a lot different for brands selling popular baby gifts and related products on Amazon.

Even if Buy Buy Baby is successfully acquired, the chatter about the retailer's potential closure already has consumers researching and sharing other options for buying baby products. One of the most popular ways they're doing so is on social media.



### EXPERT INSIGHTS

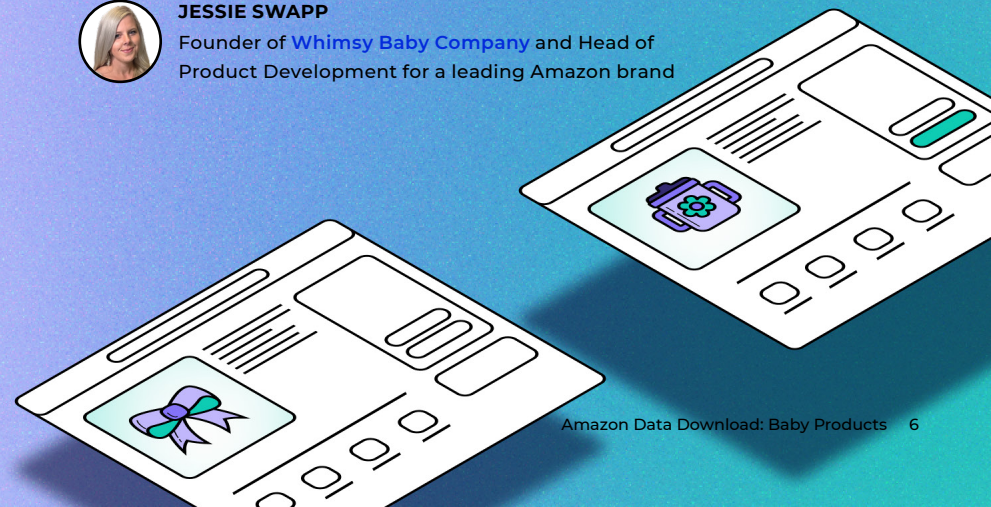
*Whimsy  
Baby Co.*

**“With prominent retailers no longer an option, customers will actively seek alternative places to shop for baby gifts. This presents a golden opportunity for other retailers, both online and offline, to capture this market demand and establish themselves as new go-to destinations for these special occasions.”**



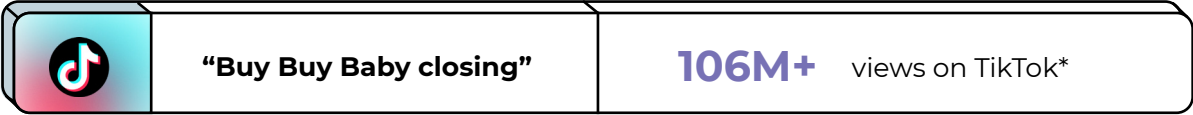
**JESSIE SWAPP**

Founder of [Whimsy Baby Company](#) and Head of Product Development for a leading Amazon brand

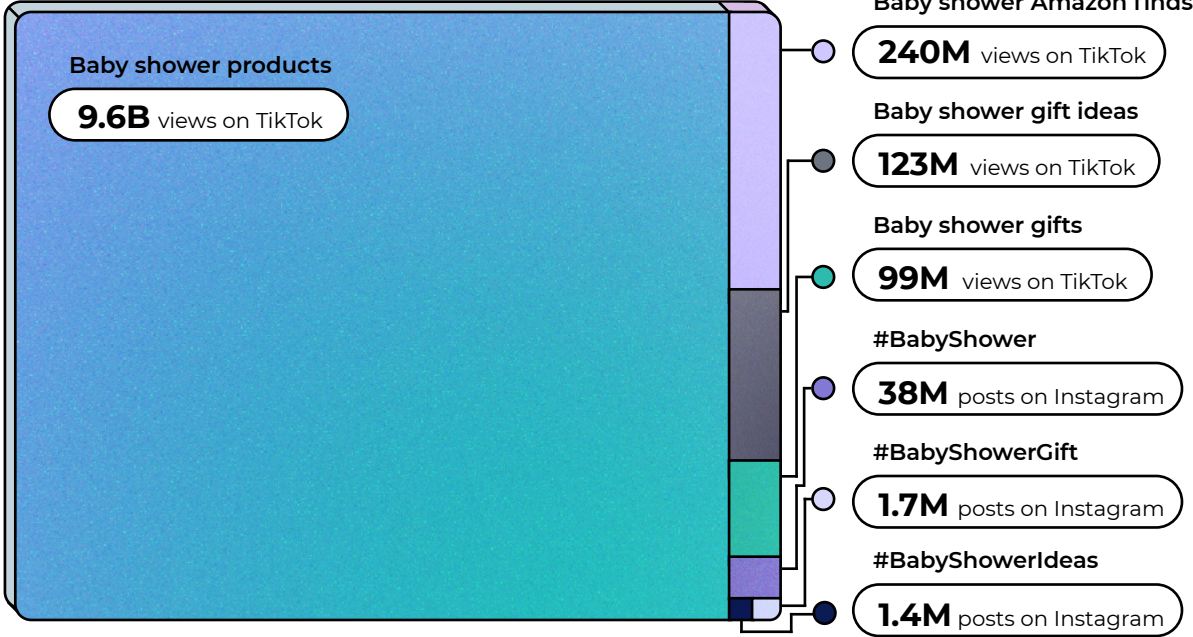




# Social Media Trends



## TikTok & Instagram Trends



## Buy Buy Baby Social Followers\*\*



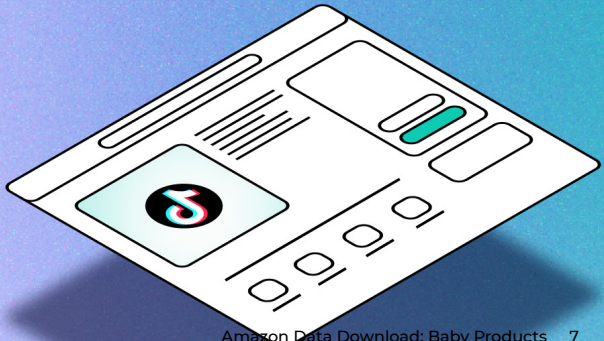
\*Data from respective company pages on each platform, as viewed on June 20, 2023

## EXPERT INSIGHTS



“These closures will leave a void on influential channels like social media, allowing brands in baby gift categories to seize the opportunity and promote their products to a wider audience.”

**JESSIE SWAPP**  
 Founder of *Whimsy Baby Company* and Head of Product Development for a leading Amazon brand





## CHAPTER 2

# Amazon Data Download: Baby Shower Products

This chapter explores sales, revenue, leading brands, keyword trends, plus expert insights for the following product sub-categories on Amazon:

- Car Seats
- Strollers
- Nursery decor
- Diapers
- Baby bottles
- Baby tubs
- Baby teethers & toys
- Newborn clothing





# Car Seats

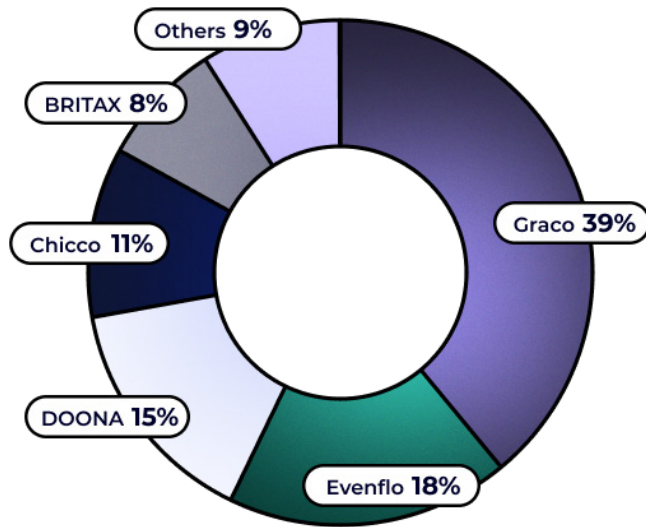
Report Date: January 1, 2023 - June 19, 2023  
Compared to previous year

**Overall Unit Sales** **2M** (-24% YoY)

**Overall Revenue** **\$327M** (-28% YoY)

**Average Product Price** **\$170.45** (+2% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Car seat cover	2,385,771	11%
Doona car seat stroller	625,070	17%
Stroller car seat combo	584,669	19%
Car seat covers for babies	508,932	20%
Baby car seat	470,946	4%

## Top 5 Products by Revenue



Doona Infant Care Seat & Latch Base



Graco Extend2Fit Convertible Car Seat



Graco 4Ever DLX 4-in-1 Car Seat



Graco Slimfit 3-in-1 Car Seat



Evenflo Gold Revolve360 Car Seat



Report Date: January 1, 2023 - June 19, 2023  
Compared to previous year

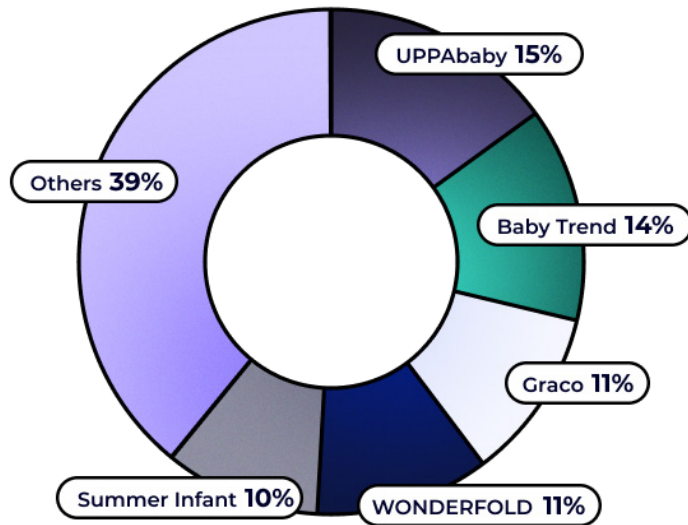
# Strollers

**Overall Unit Sales** **871k** (-2 % YoY)

**Overall Revenue** **\$179M** (-14% YoY)

**Average Product Price** **\$350.72** (+1% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Stroller fan	1,281,124	62%
Baby stroller	754,284	13%
Doona car seat stroller	625,070	17%
Stroller car seat combo	584,669	19%
Wagon stroller	566,632	48%

## Top 5 Products by Revenue



Baby Trend Pathway 35 Jogger Travel System



Baby Jogger City Mini Travel System



WONDERFOLD W4 Luxe Quad Stroller Wagon



Baby Jogger City Tour 2 Stroller



Graco Modes Pramette Stroller



# Nursery Decor

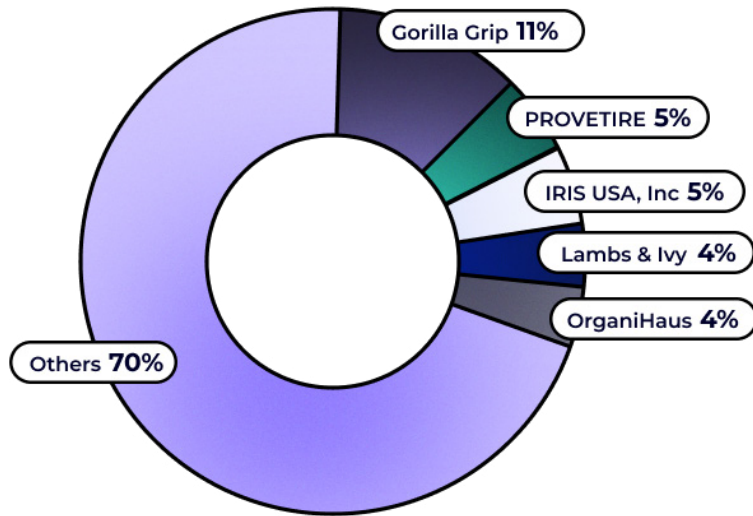
Report Date: January 1, 2023 - June 19, 2023  
Compared to previous year

**Overall Unit Sales** **1.6M** (-40 % YoY)

**Overall Revenue** **\$45M** (-64% YoY)

**Average Product Price** **\$26.75** (-10% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Safari nursery decor	51,473	8%
Boho nursery decor for girl	42,736	182%
Winnie the pooh nursery decor	32,429	150%
Nursery decor for boys	28,799	16%
Baby boy nursery decor	27,721	6%

## Top 5 Products by Revenue



**OrganiHaus Cotton Rope Storage Baskets**



**Gorilla Grip Fluffy Faux Fur Rug**



**POVETIRE Baby Headband Holder**



**Lambs & Ivy Jungle Safari Crib Mobile**



**CherryNow Small Woven Storage Baskets**



# Diapers

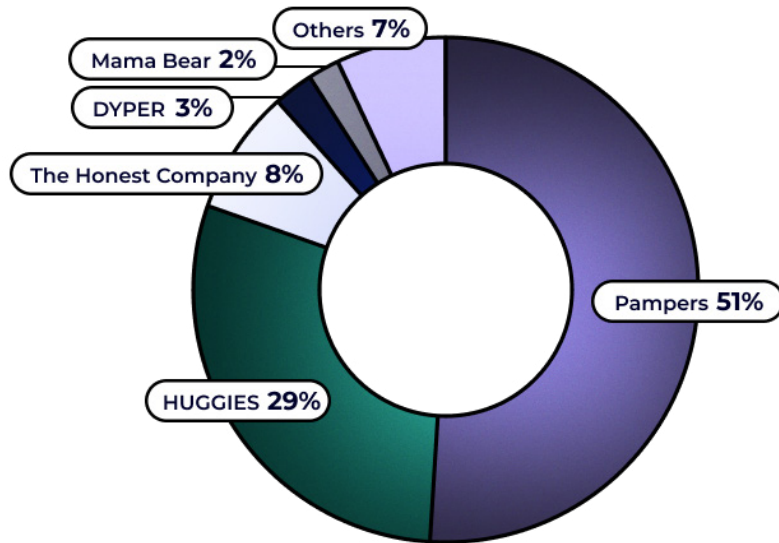
Report Date: January 1, 2023 - June 19, 2023  
Compared to previous year

**Overall Unit Sales** **9.5M** (-50% YoY)

**Overall Revenue** **\$352M** (-53% YoY)

**Average Product Price** **\$33.36** (-4% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Pampers newborn diapers	261,769	56%
Cloth diapers for babies	186,355	40%
Size 2 diapers	148,476	0.2%
Reusable swim diapers	120,049	40%
Diapers newborn baby	114,748	0.2%

## Top 5 Products by Revenue



Pampers Swaddlers



Pampers Baby Diapers and Wipes Starter Kit



Pampers Pull-On Cruisers



Huggies Little Snugglers



Huggies Little Movers



# Baby Bottles

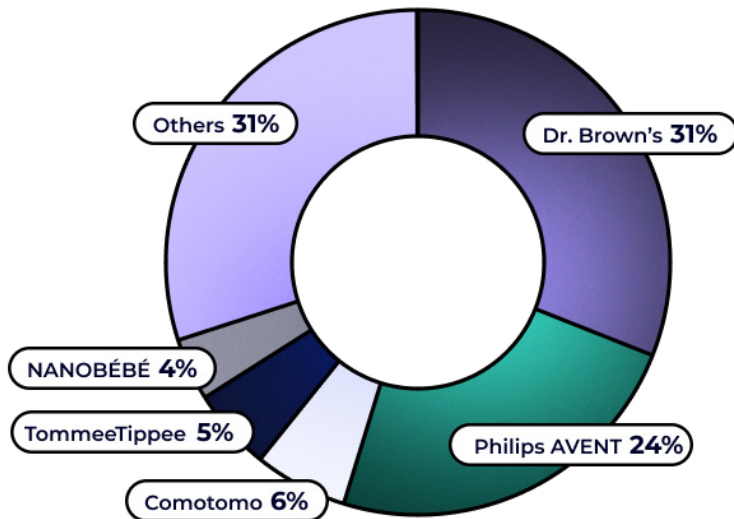
Report Date: January 1, 2023 - June 19, 2023  
Compared to previous year

**Overall Unit Sales** **5M** (-36% YoY)

**Overall Revenue** **\$105M** (-34% YoY)

**Average Product Price** **\$23.54** (-58% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Baby bottles	1,898,523	10%
Dr browns baby bottles 8 oz	512,262	1,506%
Dr browns baby bottles 4 oz	250,783	866%
Baby bottles 0-3 months	108,337	90%
Sterilizer and dryer for baby bottles	35,989	95%

## Top 5 Products by Revenue



Dr. Brown's Natural Flow Anti-Colic Bottles



Philips AVENT Natural Baby Bottle



Philips AVENT Anti-Colic Baby Bottle



Comotomo Baby Bottles



Dr. Brown's Baby Formula Mixing Pitcher & Bottles



# Baby Tubs

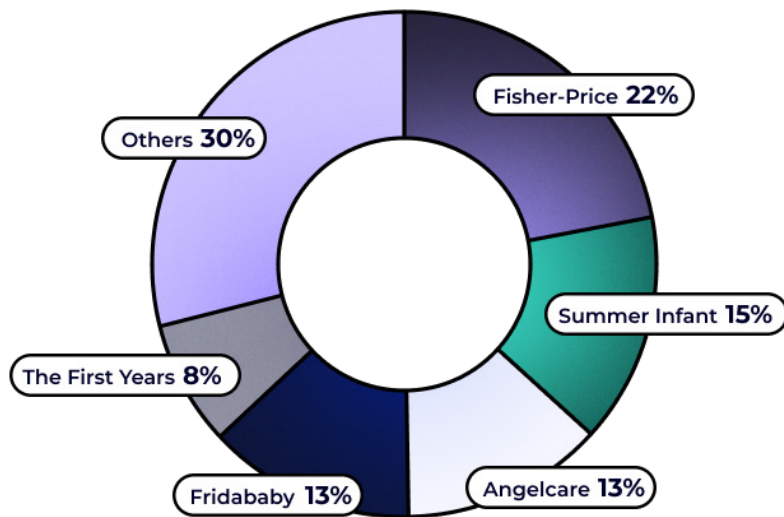
Report Date: January 1, 2023 - June 19, 2023  
Compared to previous year

**Overall Unit Sales** **744k** (+2% YoY)

**Overall Revenue** **\$26M** (+6% YoY)

**Average Product Price** **\$40.23** (-1% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Baby tubs	17,406	5%
Baby tub toys	7,189	71%
Inflatable baby tub	6,008	3%
Baby tub thermometer	3,617	109%
Baby tube for pool	2,670	15%

## Top 5 Products by Revenue



Fisher-Price Baby to Toddler Bath



Frida Baby Grow-with-Me Bath Tub



Angelcare Baby Bath Support



Frida Baby Bath Time Bundle



Skip Hop Baby Bath Tub

# Baby Teethers & Toys

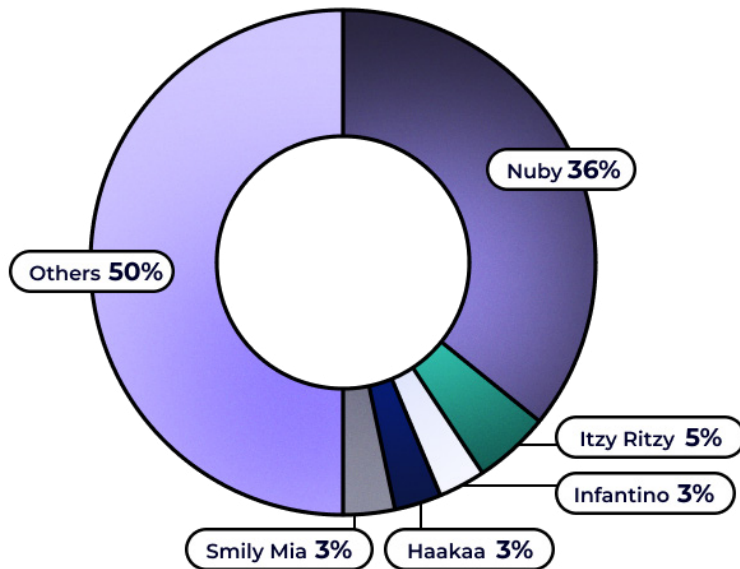
Report Date: January 1, 2023 - June 19, 2023  
Compared to previous year

**Overall Unit Sales** **5M** (-7% YoY)

**Overall Revenue** **\$87M** (+26% YoY)

**Average Product Price** **\$14.10** (-11% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Baby toys 6 to 12 months	1,285,095	4%
Baby toys 0-6 months	832,869	239%
6 month old baby toys	299,294	63%
Cactus baby toy	150,325	80%
Infant toys 0-3 months	124,220	24%

## Top 5 Products by Revenue



Baby Banana Training Teether Toothbrushes



Fisher-Price Tiny Touchdown Gift Set



Fisher-Price S'More Fun Baby Toys



Fisher-Price Pretend Food Toys



RaZbaby Silicone Baby Teether Toy



# Newborn Clothing

Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

**Overall Unit Sales** **1M**  
(-72% YoY)

**Overall Revenue** **\$29M**  
(-71% YoY)

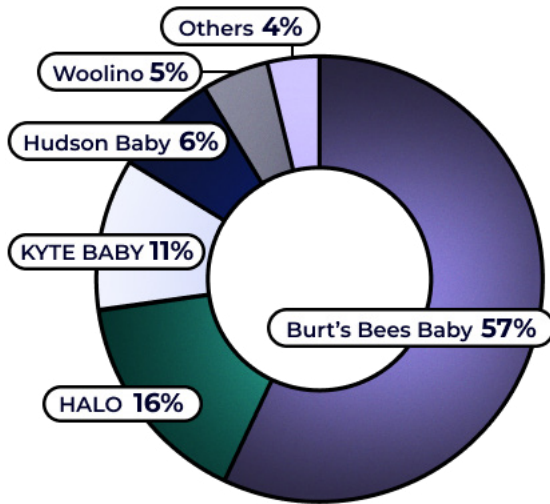
**Overall Unit Sales** **\$28.46**  
(-6% YoY)

## EXPERT INSIGHTS



*Whimsy  
Baby Co.*

### Top 5 Brands by Market Share



### Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Baby clothes for girls	364,873	19%
Baby clothes boy	311,104	5%
Baby clothes organizer	117,775	15%
Baby clothes unisex	102,338	15%
Baby clothes hangers	94,029	2%

“By offering an extensive brand selection, competitive pricing, and seamless online shopping experience, Amazon can fill the void left by Buy Buy Baby’s absence and become a dominant player in the baby clothing market, effectively stealing market share from traditional brick-and-mortar retailers. If you own a brand that offers baby clothing and you’re not on Amazon, now is the time to do it.”



**JESSIE SWAPP**  
Founder of [Whimsy Baby Company](#) and Head of Product Development for a leading Amazon brand

### Top 5 Products by Revenue



**Burt's Bees Baby Unisex Wearable Blanket**



**HALO Sleepsack Swaddle Blanket**



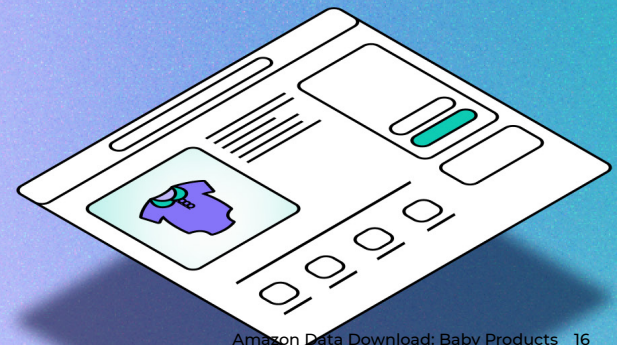
**KYTE Baby Sleeping Bag**



**Hudson Baby Muslin Cotton Wearable Sleeping Bag**



**DaysU Soft Baby Sleep Sack**





# Baby Showers: Brands Spotlight

From baby shower gifts to newborn necessities, here's a closer look at some of the brands selling in Amazon's Baby Products category.

## Burt's Bees Baby

	<b>479.3</b> views on TikTok
--	---------------------------------

<b>314k</b> Instagram followers	<b>368.9k</b> monthly views on Pinterest
------------------------------------	---

	<b>-58% YoY</b> Amazon Revenue	<b>-51% YoY</b> Units sold on Amazon
--	-----------------------------------	---

Burt's Bees Baby Sleepsack		
	<b>577M</b> views on TikTok	
In the top 5 Amazon products by revenue in the newborn clothing sub-category		

## Luvs

--

"Luvs diaper" has <b>2B</b> views on TikTok	<b>103k</b> monthly views on Pinterest
--	---

	<b>-66% YoY</b> Amazon Revenue	<b>-55% YoY</b> Units sold on Amazon
--	-----------------------------------	---

Luvs diapers	
	Luvs diapers are the 9th best-selling disposable diapers on Amazon <small>(as of June 20, 2023)</small>



### Pampers



**1.1B**  
views on TikTok

**182k**  
Instagram followers

**10M+**  
monthly views on Pinterest

**-56% YoY** Amazon Revenue     **-48% YoY** Units sold on Amazon

**Pampers Diapers**



Among the top selling Baby Registry Favorites on Buy Buy Baby for 2023

Pampers has the #1 best selling disposable diaper on Amazon, and accounts for 5 of the top 10 best-selling disposable diapers (as of June 20, 2023)

### Nuby



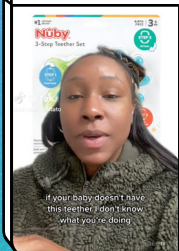
**29M**  
views on TikTok  
(as of June 20, 2023)

**124k**  
Instagram followers

**25k**  
monthly views on Pinterest

**+124% YoY** Amazon Revenue     **-26% YoY** Units sold on Amazon

**Nuby's Ice Gel Teether**

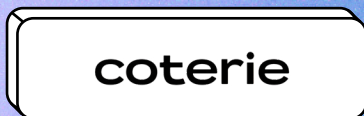


Nuby teething products have **1.3B** views on TikTok (as of May 18, 2023)



4th Best Selling baby teether on Amazon (as of May 18, 2023)


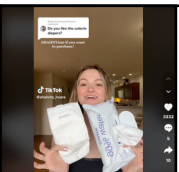
### Coterie Baby



**77k**  
Instagram followers

**+23% YoY** Amazon Revenue     **-17% YoY** Units sold on Amazon

**Coterie Diapers**

**over 1B**  
views on TikTok  
(as of June 20, 2023)

### Cuddle Club Baby Apparel



**23k**  
monthly views on Pinterest

**-19% YoY** Amazon Revenue     **-21% YoY** Units sold on Amazon


**Cuddle Club Baby and Toddler One-Piece Swimsuit**







#1 Best Seller in Baby Girls' Swimwear and #4 Best Seller in Baby Boys' Swimwear on Amazon (as of June 20, 2023)

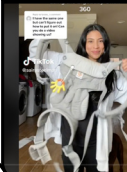




### Ergobaby








 <b>898k</b> monthly views on Pinterest <small>(14K followers)</small>	 <b>287k</b> Instagram followers	
 <b>-40% YoY</b> Amazon Revenue	 <b>-42% YoY</b> Units sold on Amazon	

#### Ergobaby Omni 360 All-Position Baby Carrier




	 <b>over 98M</b> views on TikTok <small>(as of June 20, 2023)</small>		<b>#1 Best Selling Baby Hiking Backpack on Amazon</b> <small>(as of June 20, 2023)</small>
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### Dream on Me



 <b>11.5M</b> views on TikTok	 <b>20k</b> Instagram followers	
 <b>-35% YoY</b> Amazon Revenue	 <b>-19% YoY</b> Units sold on Amazon	

#### Dream on Me Coast Rider Stroller

	 <b>1B</b> views on TikTok <small>(as of June 20, 2023)</small>		<b>One of Amazon's top 10 best-selling lightweight strollers</b> <small>(as of June 20, 2023)</small>
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#### EXPERT INSIGHTS

*Whimsy  
Baby Co.*

“The closure of Buy Buy Baby would have a substantial impact on the industry as a whole but I foresee a positive impact on the market share of other brands in this industry. This retail giant played a significant role in baby shower registries and baby gift-giving, and their absence would reshape how consumers shop for baby products. This could further solidify Amazon’s dominance in the baby category as its extensive range of baby products and trusted brand presence grows. “



**JESSIE SWAPP**

Founder of [Whimsy Baby Company](#) and Head of Product Development for a leading Amazon brand



## Chapter 3

# About the Report

## Methodology

The data included in this report was gathered using [Jungle Scout Cobalt](#), an industry-leading market intelligence, product insights, and advertising analytics platform powered by nearly 2 billion Amazon data points.


Note: this data represents the U.S. marketplace for specified date ranges and filter parameters. Percentages have been rounded to the nearest whole number.

## Using the Cobalt data

We encourage you to explore Jungle Scout Cobalt's Amazon Data Download report and to share, reference, and publish the findings with attribution to "Jungle Scout Cobalt" and a link to [this page](#).

For more information, specific data requests, media assets, or to reach the report's authors, please contact us at [press@junglescout.com](mailto:press@junglescout.com).


## Want more data reports like this?



Report

See which product's revenue has grown **955%** YoY on Amazon.


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## About Jungle Scout Cobalt

Jungle Scout Cobalt empowers brands and retailers with a powerful suite of ecommerce tools designed to help drive growth, maximize sales, and optimize digital shelf performance on Amazon. Our comprehensive data analytics, built-in advertising automation, and intuitive visualizations provide straightforward answers to critical ecommerce questions, turning insights into action.

Over the past decade, Jungle Scout has gathered a wealth of industry-leading data points through continuous monitoring and analysis of Amazon, making us the foremost innovator in the industry. Our tools are trusted by household brands and retailers worldwide, providing the market intelligence they need to make confident decisions and develop effective strategies for success on Amazon.

-  Supports \$50 billion in Amazon revenue
-  Serves more than 600,000 customers worldwide
-  Raised \$110 million in growth equity in 2021
-  Monitors over 1.8 billion data points daily

[Request a demo >](#)

[Explore the platform >](#)

[Learn more](#) about how Jungle Scout Cobalt's industry-leading Amazon market insights and advertising tools can make ecommerce easier for your team.



Nuby, a renowned brand specializing in baby and toddler products, has experienced remarkable efficiency gains by utilizing Cobalt for market research. Their team saves an impressive 15-20 hours per week, resulting in a substantial 11% return on investment (ROI). The significant time and cost-saving advantage provided by Cobalt has empowered Nuby to optimize their operations and allocate resources more effectively, reinforcing their position as an industry leader.

**“Cobalt is an essential part of our day. We use Cobalt data across multiple departments in our business, from market insights to new product development and even finance. Everyone sees the benefit.”**



**NICK SWARTENBROUX**  
eCom Trading Manager at Nuby