



Market Report

A Snapshot of your Marketing Sector

Maternity and Baby Products

This pack has been designed to provide information on setting up a business in the **Maternity and Baby Products** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **April 2025**.

What do I need to know about the Maternity and Baby Products market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Consumer spending on nursery and baby equipment is estimated to have fallen to £792 million in 2024, which is a drop of 2.2%. However, the market is expected to grow by 6% between 2024 and 2029. Second-hand shopping has become a staple of parents' shopping habits for nursery and baby equipment, with 63% planning to continue doing so even when their finances improve, rising to 68% among those earning at least £50,000. (Mintel, *Nursery and Baby Equipment Retailing UK*, January 2025).
- ◆ Estimated at £774m in 2023, the baby food, milk and drink market grew by 5.3% in 2023. Rapid price rises drove up category value sales despite the decline in volume sales. Supporting immune health and brain development stand out as the leading functional health benefits that baby/toddler food/drink brands should flag up to drive purchase. (Mintel, *Baby Food and Drink UK*, June 2024).
- ◆ Durable baby goods retailing revenue is expected to creep downwards at a compound annual rate of 3.2% to £805.8 million. Since baby products supply soon-to-be parents, sales run in line with the number of births and new parents. It's bad news for baby good retailers, as more and more people are opting out of parenthood. (IBISWorld, *Durable Baby Goods Retailing*, March 2023).
- ◆ Baby food retail value sales increased by 5% in current terms in 2024, to £962 million. Prepared baby food being the best performing category in 2024, with retail value sales increasing by 8% in current terms to £272 million. Demand in 2022 witnessed some recovery from pandemic-induced disruptions, with noticeable retail volume growth in milk formula. However, inflation drives parents to choose more affordable lines. (Euromonitor, *Baby Food in the United Kingdom*, August 2024).
- ◆ The national organisation for this industry is the [Baby Products Association](#). Other relevant trade organisations are [National Childrenswear Association](#) and the [Absorbent Hygiene Product Manufacturers Association \(AHPMA\)](#).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Technavio – Technavio Global Maternity Support Products Market 2024-2028.** The UK was the 4th-largest country in the market in 2023 and will continue to be the 4th-largest segment in 2028. It will grow at a compounded annual growth rate of 7.74% between 2023 and 2028, which is lower than that of the overall market. Among the key countries, UK will be the slowest growing country and will grow from \$20.95 million in 2023 to \$30.42 million in 2028. It will contribute 5.89% to the incremental growth of the overall market between 2023 and 2028.
- ◆ **Technavio – Global Maternity Wear Market 2025-2029.** The global maternity wear market was valued at \$15,930.7 million in 2024 and is estimated to grow to \$18,791.8 million in 2029. This will create an incremental growth opportunity worth \$2,861.1 million between 2024 and 2029, which translates to around 18% of the market size in 2024. The growth of the global maternity wear market will be driven by increasing online sales, the rising demand for maternity intimate wear, and augmenting disposable incomes of people. The rising number of working women and the adoption of strategies by various companies to increase the sales of maternity wear will also drive the growth of the market during the forecast period.
- ◆ **Technavio – Global Maternity Intimate Wear 2024-2028.** Bras was the largest segment of the market in 2023 and will continue to be the largest segment of the market in 2028, growing faster than the overall market (3.61%). It will grow at a compounded annual growth rate of 4.0% between 2023 and 2028. Bras will be the fastest growing segment within the overall market and will grow from \$1,123.56 million in 2023 to \$1,366.9 million in 2028.

There are also a number of online resources you may find helpful:

- ◆ **National Records of Scotland – [Births, Deaths and Other Vital Events Quarterly Update](#).** “There were 11,560 births registered in Scotland between 1 January and 31 March 2024. This is 4.6 per cent lower than the quarter one average of 12,119.”
- ◆ **European Child Safety Alliance** have published a variety of [report cards and profiles](#). “The report cards assess a country's adoption, implementation and as appropriate enforcement of evidenced good practice policies that support child and adolescent safety. The report cards are further supported by statistical Child Safety Profiles that presents a country's injury mortality rates and selected social determinants”.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#), [Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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