

Baby Products Search Trends Report FY'25 India

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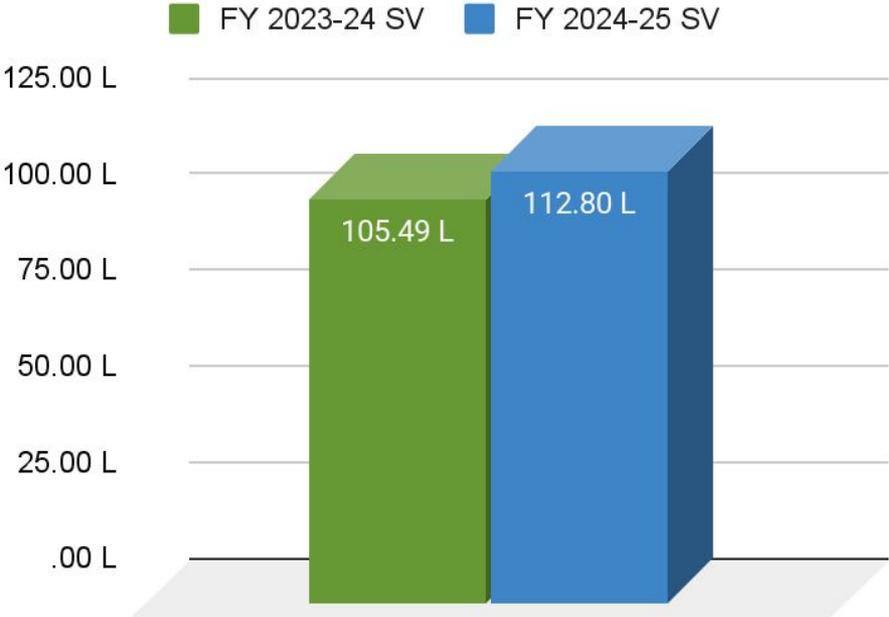
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Executive Summary

- In India, most **baby product** purchase journeys—whether for toys, baby care, clothing, or educational tools—start with a Google search.
- Parents and caregivers actively research safety, reviews, age suitability, and price comparisons—making it vital to decode search behavior for targeted and effective digital marketing.
- Our Baby Products Industry Search Trends Report reveals evolving search patterns and shows how your brand can capitalize on these insights to boost online visibility and drive sales.
- We analyze **25K keywords** across segments to understand brand vs. non-brand queries, search volume trends, seasonal interest, emerging product categories, and whitespace opportunities.
- The report also highlights the top baby's brands and e-commerce platforms that consistently lead Google Search rankings, offering a benchmark for digital performance.

Baby Products **Search Trends**



Category	FY 2023-24 SV	FY 2024-25 SV	% Growth
Baby Products	105.49 L	112.80 L	6.93%

Search Volume by Query Type

Type of Query	Search Volume FY'24	Search Volume FY'25	Growth %	Market Share
Brand	23.49 L	27.71 L	17.93%	24.56%
Non-Brand	82.00 L	85.10 L	3.78%	75.44%
Total	105.49 L	112.80 L	6.93%	100.00%

Top 10 Brands by Search Volume

Brand	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
 Firstcry	910.5K	1102.6K	21.09%	73.80%
 LuvLap	85.0K	97.3K	14.50%	6.51%
 Mothercare	66.4K	71.3K	7.33%	4.77%
 Chicco	53.0K	60.0K	13.33%	4.02%
 Mee Mee	41.6K	45.7K	9.73%	3.06%
 Star And Daisy	21.3K	26.6K	24.58%	1.78%
 R for Rabbit	11.6K	17.2K	47.64%	1.15%
 Pigeon	14.4K	15.8K	9.53%	1.05%
 Me N Moms	16.3K	14.4K	-11.93%	0.96%
 The Mom Store	10.0K	11.8K	17.50%	0.79%
Others(5)	31.2K	31.6K	1.38%	2.12%
Total	1261.4K	1494.1K	18.45%	100.00%

Top 10 Baby Skincare & Hygiene Brands by SV

Brand	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
 Tedibar	46.1K	71.9K	55.95%	22.16%
 Johnson's Baby	47.7K	64.9K	36.05%	20.01%
 Mother Sparsh	43.0K	55.0K	27.89%	16.97%
 Himalaya	18.9K	20.6K	8.94%	6.35%
 Cetaphil	10.8K	19.6K	81.00%	6.05%
 Mamaearth	19.4K	19.6K	0.93%	6.04%
 Aveeno	9.7K	19.2K	97.43%	5.92%
 Sebamed	13.3K	16.6K	24.94%	5.13%
 Baby Forest	4.4K	9.9K	125.00%	3.05%
 The Moms Co.	2.4K	7.2K	193.44%	2.21%
Others(3)	15.8K	19.8K	25.49%	6.10%
Total	231.6K	324.2K	40.01%	100.00%

Top 10 Baby Toys Brands by Search Volume

Brand	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
 Baybee	14.6K	16.4K	12.47%	24.53%
 Ikea	11.2K	10.3K	-7.76%	15.46%
 Nuna	6.3K	9.5K	50.96%	14.17%
 Joie	9.3K	6.0K	-35.49%	8.94%
 Huny huny	4.0K	5.2K	32.66%	7.83%
 Toyzone	4.2K	4.4K	6.27%	6.59%
 Hoopa	4.3K	3.7K	-14.72%	5.46%
 Toys R Us	4.2K	3.2K	-24.59%	4.77%
 Butt Baby	2.4K	2.9K	20.83%	4.33%
 Happy Bear	4.0K	2.5K	-36.34%	3.80%
Others(10)	2.1K	2.8K	32.06%	4.13%
Total	66.4K	66.9K	0.69%	100.00%

Top 10 Baby Clothes Brand

	Brand	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
	Hopscotch	239.0K	233.6K	-2.27%	62.83%
	Miniklub	15.9K	34.3K	115.20%	9.22%
	Carter's	22.1K	23.7K	7.62%	6.39%
	Ed-a-mamma	6.5K	13.5K	107.69%	3.63%
	Miarcus	23.9K	13.1K	-45.15%	3.53%
	Zoey	5.9K	7.4K	26.45%	1.99%
	A Toddler Thing	6.6K	6.6K	0.00%	1.78%
	One Friday World	5.7K	6.5K	13.49%	1.74%
	Knitroot	3.6K	6.0K	65.47%	1.61%
	Superbottoms	4.0K	5.9K	47.12%	1.58%
	Others(11)	19.3K	21.2K	9.84%	5.70%
	Total	352.5K	371.7K	5.47%	100.00%

Top 10 Categories by Search Volume

Buckets	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Toys	26.42 L	25.54 L	-3.35%	24.67%
Kids Clothing	12.07 L	10.88 L	-9.81%	10.51%
Milk Powder	3.63 L	4.48 L	23.58%	4.33%
Diaper	3.84 L	4.29 L	11.77%	4.15%
Breast Pump	3.25 L	3.39 L	4.23%	3.27%
Baby Stroller	2.77 L	3.23 L	16.46%	3.12%
Feeding Bottles	2.45 L	2.75 L	12.53%	2.66%
Baby Lotion	1.90 L	2.39 L	25.72%	2.31%
Teethers	1.96 L	2.25 L	14.43%	2.17%
Cough Syrup	2.27 L	2.19 L	-3.63%	2.12%
Others(28)	35.81 L	42.14 L	17.69%	40.71%
Total	96.37 L	103.53 L	7.43%	100.00%

Top 10 Non Branded Keywords

Keywords	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
toys	2.01 L	2.46 L	22.39%	33.79%
milk powder	.50 L	.74 L	49.49%	10.16%
gripe water	.74 L	.74 L	0.00%	10.16%
baby walker	.61 L	.61 L	0.00%	8.31%
breast pump	.61 L	.61 L	0.00%	8.31%
bunk beds	.50 L	.50 L	0.00%	6.80%
cough syrup for kids	.61 L	.50 L	-18.18%	6.80%
baby stroller	.33 L	.41 L	22.36%	5.56%
baby carrier	.33 L	.41 L	22.36%	5.56%
feeding pillow	.22 L	.33 L	49.10%	4.55%

City-Wise Search Volumes

Cities	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Top 6 Cities	30.34 L	30.12 L	-0.74%	26.70%
Next 10 Cities	15.05 L	13.47 L	-10.55%	11.94%
Others	60.10 L	69.22 L	15.18%	61.36%
Total	105.49 L	112.80 L	6.93%	100.00%

Top 6 Cities

Cities	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Bengaluru	7.01 L	7.31 L	4.38%	24.28%
Delhi	6.54 L	6.57 L	0.44%	21.82%
Mumbai	4.68 L	4.77 L	1.92%	15.83%
Chennai	4.10 L	4.27 L	4.21%	14.18%
Hyderabad	4.96 L	4.18 L	-15.66%	13.88%
Pune	3.06 L	3.01 L	-1.45%	10.01%
Total	30.34 L	30.12 L	-0.74%	100.00%

Next 10 Cities

Cities	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Lucknow	2.16 L	2.02 L	-6.33%	15.02%
Jaipur	1.95 L	1.86 L	-5.02%	13.79%
Indore	1.84 L	1.59 L	-13.40%	11.80%
Coimbatore	1.70 L	1.37 L	-19.41%	10.15%
Ludhiana	1.43 L	1.29 L	-9.38%	9.59%
Surat	1.32 L	1.27 L	-3.67%	9.44%
Nagpur	1.48 L	1.07 L	-27.58%	7.95%
Bhopal	1.01 L	1.02 L	0.36%	7.55%
Vadodara	1.02 L	.99 L	-2.26%	7.38%
Visakhapatnam	1.16 L	.99 L	-14.65%	7.33%
Total	15.05 L	13.47 L	-10.55%	100.00%

Top 10 Apps by Downloads

Apps	Jan 2023 – Dec 2023	Jan 2024 – Dec 2024	% Growth	Market Share
FirstCry India – Baby & Kids	170.00 L	150.00 L	-11.76%	78.84%
Hopscotch – Kids Fashion Brand	18.10 L	22.10 L	22.10%	11.62%
Star And Daisy – Baby & Kids	4.76 L	11.70 L	145.80%	6.15%
Pregnancy App & Baby Tracker	2.04 L	2.19 L	7.35%	1.15%
The Moms Co: Baby & Mom Care	12.80 L	1.88 L	-85.31%	0.99%
Baby Daybook – Newborn Tracker	.08 L	1.51 L	1712.73%	0.79%
Baby Development & Parenting	.91 L	.35 L	-61.80%	0.18%
PatPat – Kids & Baby Clothing	1.85 L	.24 L	-87.03%	0.13%
Baby Rattle: Giggles & Lullaby	.09 L	.07 L	-21.00%	0.04%
Baby Tracker – Breastfeeding	.09 L	.06 L	-32.48%	0.03%
Others(11)	.77 L	.15 L	-80.15%	0.08%
Total	211.49 L	190.25 L	-10.04%	100.00%

“Vernacular” Searches

Category	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Brand	.02 L	.02 L	12.58%	2.41%
Non-Brand	.93 L	.72 L	-22.53%	97.59%
Total	.95 L	.74 L	-21.94%	100.00%

The contribution from brand vernacular keywords, was higher in 2025.

Brand keywords include:

- *amul dudh powder*
- *johnson sabun*

Non Brand keywords include:

- *बच्चों के खिलौने*
- *బొమ్మలు*
- *bacho ki car*

“Near me” Searches

Category	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
Brand	.20 L	.19 L	-3.38%	7.88%
Non-Brand	1.77 L	2.24 L	26.59%	92.12%
Total	1.97 L	2.43 L	23.57%	100.00%

The contribution from Non-brand keywords, when the term “near me” is included, was higher in 2025.

Brand keywords include:

- *mothercare near me*
- *lululap store near me*

Non Brand keywords include:

- *toy shop near me*
- *maternity pillow near me*

Top 5 Brands **with Highest Share of Voice (SOV)**

	Top Brands	Top 5 SOV
	Firstcry	65.29%
	R for Rabbit	23.27%
	Hamleys	21.68%
	LuvLap	12.81%
	Toyzone	12.42%

SOV = Share of Voice (% of Ranked SV/Total SV)
SV = Search Volumes

The brands listed here are consistently showing up in the Top 5 listings due to a strong SEO strategy being implemented.

Top 5 Brands **with Highest SOV of Skincare Products**

	Top Brands	Top 5 SOV
	Chicco	17.11%
	Mamaearth	14.20%
	Root and Soil	10.27%
	Baby Forest	5.88%
	Aero Veda	5.75%

SOV = Share of Voice (% of Ranked SV/Total SV)
SV = Search Volumes

The brands listed here are consistently showing up in the Top 5 listings due to a strong SEO strategy being implemented.

Top 5 Brands **with Highest SOV of Baby Toys**

	Top Brands	Top 5 SOV
	Baybee	6.80%
	Huny Huny	6.28%
	Mother Care	5.40%
	Snoopplay	4.97%
	Mee Mee	4.72%

SOV = Share of Voice (% of Ranked SV/Total SV)
SV = Search Volumes

The brands listed here are consistently showing up in the Top 5 listings due to a strong SEO strategy being implemented.

Top 5 Brands **with Highest SOV of Clothes**

	Top Brands	Top 5 SOV
	H&M	27.43%
	Mothercare	22.89%
	Hopscotch	22.40%
	Peppermint	17.87%
	SuperBottoms	9.09%

SOV = Share of Voice (% of Ranked SV/Total SV)
SV = Search Volumes

The brands listed here are consistently showing up in the Top 5 listings due to a strong SEO strategy being implemented.

Key Insights

- **FirstCry** leads with a dominant **67.45%** market share and **21.37% YoY growth**, while emerging brands like **R for Rabbit (47.64% growth)** and **Star and Daisy (24.58% growth)** show rising competition in the baby products segment.
- **Johnson's Baby (36.05%)** and **Tedibar (55.95%)** lead the baby **skincare market with ~35.8%** YoY growth, while emerging brands like **Babyforest (125%)**, **The Moms co (83.99%)**, and **Cetaphil (81.0%)** show the fastest growth, indicating a shift towards niche and premium skincare products.
- **Hopscotch** leads the baby clothing market with a **62.83% share** despite a slight decline (**-2.27%**), while **Ed-a-mamma (107.69%)**, **Miniklub (61.55%)**, and **Knitroot (65.47%)** show rapid growth.
- In keyword Categories **Toys (24.67%)** and **kids' clothing (10.51%)** lead but **show decline**, while essentials like **milk powder (23.58%)**, **baby lotion (25.72%)**, and **feeding bottles (12.61%)** drive growth.
- While **top cities** saw a **decline (-0.74%)** and the **next 10 cities dropped** significantly (**-10.55%**), **smaller cities** drove growth with a **15.18%** increase, capturing **61.36%** market share.
- **Bengaluru (24.28%)** and **Delhi (21.82%)** lead in search volume, with slight growth, while **Hyderabad (-15.66%)** and **Pune (-1.45%)** saw the biggest declines.

Data-Collection Process

- The research was conducted for FY-25 using Google's Keyword Planner
- The data reflects Pan-India search volumes only, except where city-level data is shown
- Search volumes on Google Web Search for app-related keywords and not Playstore have been taken into account
- Search volumes for vernacular languages - where available - only reflect data for the Hindi language

As Featured On

The logo for ADGULLY, featuring the word in a red, cursive, handwritten-style font.The logo for MEDIABRIEF, with 'MEDIABRIEF' in a bold, blue, sans-serif font.The logo for medianews4u.com, featuring the text in a purple and blue font with a pink arrow pointing to the right.The logo for MANIFEST, with the word in a bold, black, sans-serif font.The logo for BW BUSINESSWORLD, with 'BW' in red and 'BUSINESSWORLD' in blue.The logo for STORYBOARD 18, featuring the text in a white font on a red and black background.The logo for BW RETAILWORLD, with 'BW' in red and 'RETAILWORLD' in black, and the website address www.bwretailworld.in below.The logo for IndiaRetailing.com, with 'India' in black and 'Retailing.com' in red.

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