

Baby Products

Search Trends Report

FY'25 India



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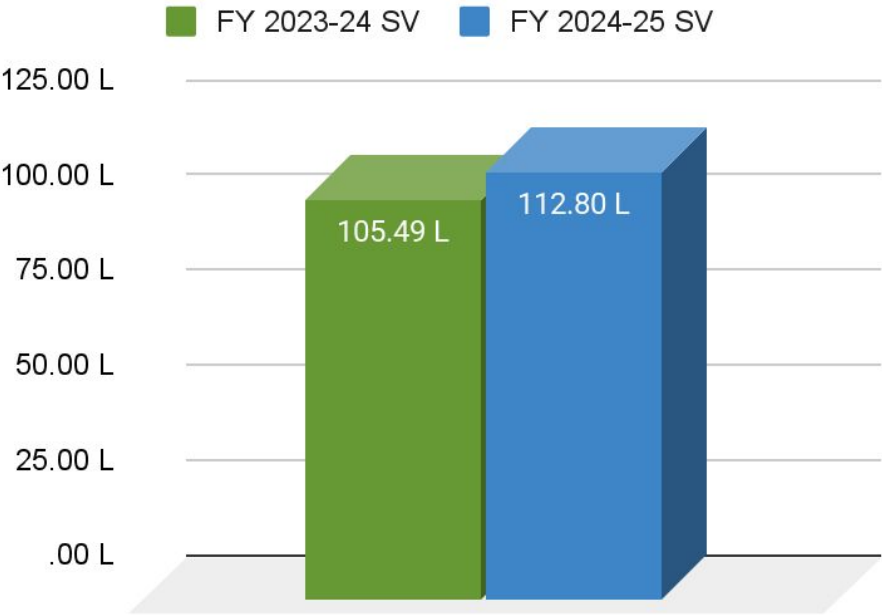


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Executive Summary

- 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*
- *lulvlap 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

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