

SELLING BABY PRODUCTS ON AMAZON

A Brand Playbook for Launching
& Growing in One of Amazon's
Fastest-Growing Categories



Baby Category Opportunity on Amazon

Amazon's Baby Products category generated an estimated \$14.9 billion in U.S. sales in 2024, growing 21.5% year-over-year and outpacing Amazon's overall growth rate. The global online baby products market is on track to reach \$26+ billion by 2032. For brands in this space, there has never been a better time to build (or expand) an Amazon presence.

\$14.9B

Estimated Amazon Baby Products revenue in 2024

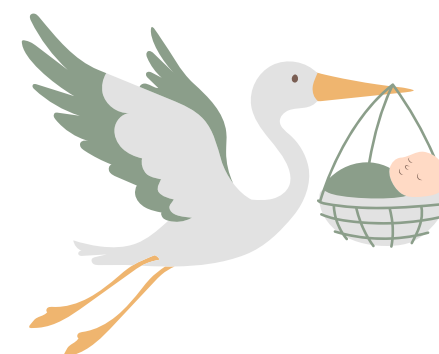
21.5%

YoY category growth in 2024 — ahead of Amazon overall

~10%

Projected annual market growth through 2032

Baby is also one of Amazon's most loyalty-driven categories. Subscribe & Save, registries, and repeat consumable purchases all drive exceptional customer lifetime value.



How Baby Is Different from Other Amazon Categories

THE OLD BABY CATEGORY

- Dominated by a handful of legacy brands (Pampers, Chicco, Graco, etc.)
- Deep brand loyalty, slow purchase cycles for new entrants
- High barrier to entry; shelf placement drove discovery
- Trust was assumed based on brand name alone
- Limited direct-to-consumer feedback loops

THE NEW BABY CATEGORY

- Highly fragmented due to Amazon lowering the barrier to entry
- New brands can establish credibility with strong content & reviews
- DTC + Amazon now an accessible path for emerging brands to gain traction
- Trust must be earned: safety signaling, reviews, and creative all matter
- Compliance complexity has increased, but so has opportunity for brands that get it right

Compliance: The Non-Negotiable Foundation

Baby is among Amazon's most scrutinized categories for compliance. Unlike most categories, many Baby subcategories are gated. This means they require approval before you can list. Understanding the compliance landscape before launch is essential to avoiding account health issues, listing suspensions, and costly delays.

Gated Subcategories	Children's Product Certificate (CPC)	Third-Party Lab Testing
Many Baby subcategories require Amazon approval before listing. Requirements include invoices showing 10+ units in stock and documentation proving product authenticity. Check gating status in Seller Central before sourcing inventory.	Required for most baby products sold in the U.S. The CPC is a written certification (issued by you) stating your product meets all applicable federal safety standards. It must be based on test results from a CPSC-accepted third-party lab. See next slide for additional details.	You can no longer submit test results directly. A CPSC-accredited lab (e.g., Intertek, SGS, QIMA) must conduct and submit testing covering: chemical safety (lead, phthalates), flammability, and physical/mechanical hazards. Category-specific ASTM standards apply.

PRO TIP: You don't always get a warning before being flagged by Amazon's compliance team. The safest approach is to complete all testing before you launch, not after. Use AI tools to help parse complex ASTM standards and CFR documentation.

Children's Product Certificate (CPC)

Requirements

The CPC is essential for baby brands. To be approved, your CPC must contain the following elements:

- Product Identification: A detailed description of the product to match it specifically to the certificate.
- Safety Rules: A list of every CPSC children's product safety rule the product was tested for
- Manufacturer Information: Name, full address, and phone number of the domestic manufacturer or importer certifying the product.
- Record Keeper Contact: Name, full address, email, and phone number of the person maintaining the test records.
- Manufacturing Date & Location: The city, state/country, and month/year the product was manufactured.
- Testing Date & Location: The date(s) and location where the product was tested.
- Testing Laboratory: Name, full address, and phone number of the CPSC-accepted third-party laboratory that conducted the tests.

[Downloadable CPC checklist and example](#)

[TEMPORARY LINK – REPLACE W/ CMS LINK ONCE FINALIZED](#)

The Customer



Key Differences in Baby Customers

The audience naturally churns as new parents enter the market and old ones age out. This can be helpful for new brands as there's a steady stream of fresh customers with no existing brand loyalties.

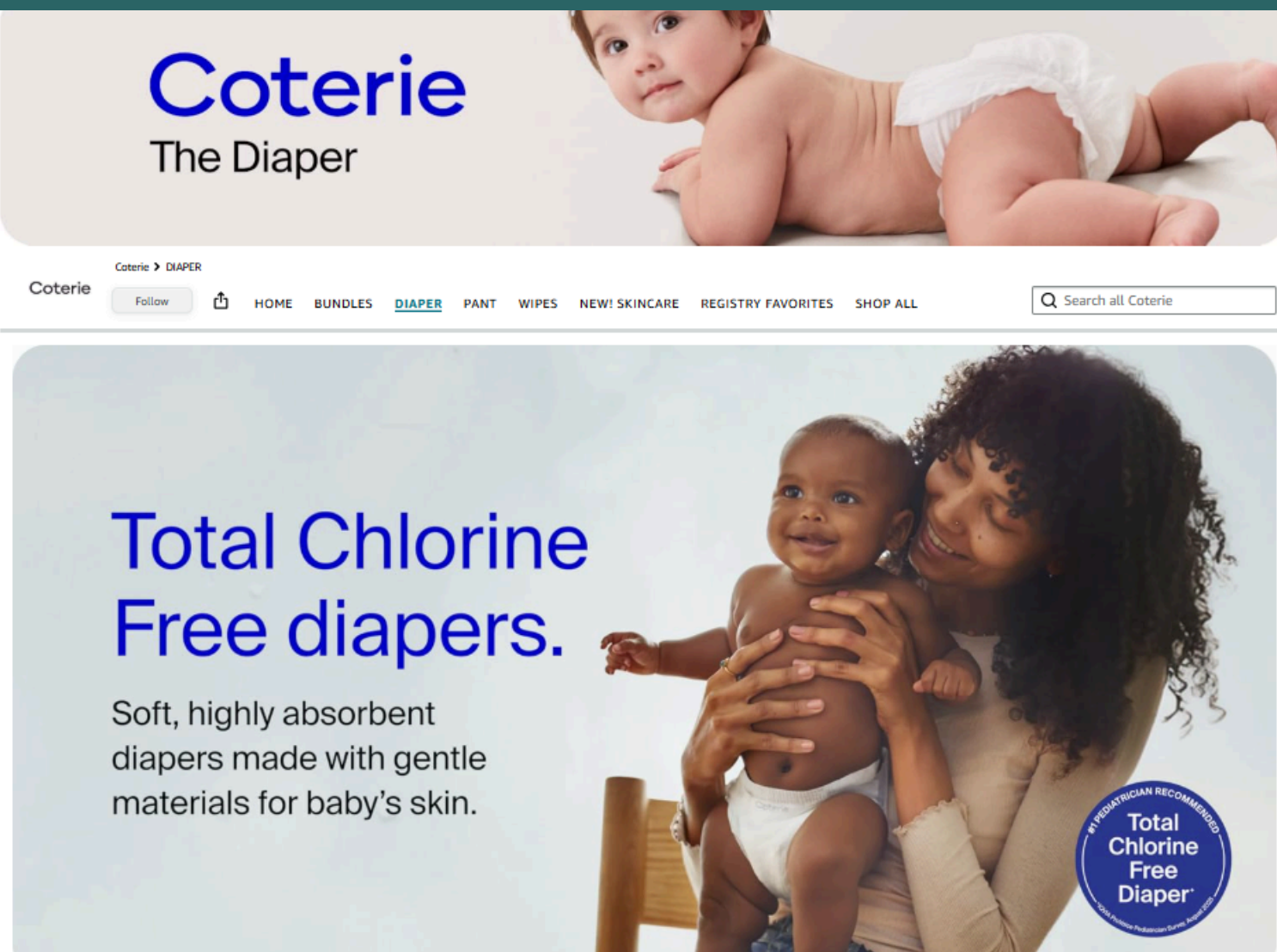
New-to-brand marketing is extremely important in Baby. The short brand memory is an opportunity, but it also makes continual new customer acquisition essential. Evergreen ad campaigns targeting NTB shoppers can be a Baby Brand's best friend.

Baby buyers become brand evangelists. Make a good first impression with a new parent and they'll be recommending you to their peers. Word of mouth spreads fast in parent groups.



Building Brand Trust in the Baby Category

In Baby, trust is the primary conversion driver. Parents are making emotionally charged purchase decisions. Every element of your brand needs to signal safety, quality, and reliability.



Creative & Brand Strategy

Sell the idealized version of parenthood. Baby life is chaos, but your brand should be a sanctuary from it. Think clean, well-lit, warm, minimalist imagery. Aspirational but approachable. Joy, not mess.

Lead with safety. Safety messaging builds trust if it's backed by documentation. Never make safety claims you can't substantiate with lab testing. When in doubt, err towards safety-coded language (i.e: "snug-fit straps" vs. "crash-resistant straps") over guarantees or absolute language.

Invest in your brand ecosystem. Brand Registry, a polished Brand Store, A+ Content, and a consistent logo/color story all signal legitimacy to first-time buyers who don't know your name yet.

Consider your color palette carefully. Baby-forward prints (cute animals, soft colors) signal category fit. Neutral, muted palettes (sage, grey, warm brown) signal premium and appeal to the modern millennial parent. Many parents view baby bags, strollers, etc. as accessories to their own outfits, so choose colors like you would for a handbag or wallet.

Make your DTC site the storyteller. Your website should focus on brand storytelling. Conversion will happen on Amazon.

The Amazon Baby Registry: A Powerful (and Underutilized) Channel

Amazon's Baby Registry is one of the most unique demand-generation tools available in the category, but it's easy to miss for brands that don't know to look for it.

How It Works

- Expecting parents build registries with products they want, surfacing your brand to a whole new network.
- Amazon promotes Registry Completion Bonuses (coupons that incentivize purchasing remaining registry items, driving a second purchase wave post-shower).
- Registry placement is driven by organic search. If your product ranks well for "baby monitor" or "baby carrier," it gets added to registries.

Keyword Strategy for Registry Discovery

Parents building registries don't always know the industry terms for baby products. First-timers especially often search in plain language:

Baby carrier → "baby holder" or "hands-free baby wrap"

Nursing pillow → "breastfeeding cushion" or "baby arm pillow"

Sound machine → "baby sleep sounds" or "white noise for babies"

Use keyword research tools to find how your customer actually talks about your product .

Loyalty Mechanics & The Amazon-to-Retail Pathway

Subscribe & Save: Your LTV Engine

Baby is one of Amazon's most Subscribe & Save-dominant categories. Products like diapers, wipes, formula, and snacks are natural candidates.

- Activate Subscribe & Save on all eligible consumable SKUs – diapers, food, formula, wipes, supplements, etc.
- Offer first-time S&S coupons via Sponsored Products to drive initial subscribers.
- Monitor inventory levels to avoid stockouts; lost subscribers rarely return.
- Use Amazon Marketing Cloud (AMC) to identify high-LTV subscriber segments and retarget lapsed customers.

Amazon as Your Retail Proving Ground

One of the most underappreciated strategic moves in Baby is using Amazon as the proving ground on your path to retail.

- Amazon sales velocity, BSR rankings, and review counts are increasingly used by retail buyers (Target, Buy Buy Baby, specialty boutiques) as proof points during line reviews.
- A strong Amazon presence demonstrates demand, pricing discipline, and brand execution.
- Simplified supply chain: Amazon's FBA distribution network can reduce the operational burden while you build the brand.
- Use Amazon as your test market to validate products and price points before committing to retail distribution.

Baby on Amazon: Best Practices Checklist



01

Get Compliance Right Before You Launch

Obtain your Children's Product Certificate (CPC) and complete all required third-party lab testing (chemical, flammability, physical/mechanical) before going live. Don't wait to be flagged.

02

Lead With Safety in Your Messaging

Safety is the #1 purchase driver in Baby. Weave safety signals into your title, bullets, A+ content, and imagery, but avoid any guarantees or hard language unless it's backed up by lab testing.

03

Build the Full Brand Ecosystem

Brand Registry → Brand Store → A+ Content → Brand Story. Parents buy from brands they recognize and trust. A polished, consistent brand presence builds that trust before a single review comes in.

04

Sell the Idealized Parenthood

Aspirational, warm, clean creative outperforms "real life" chaos in Baby. Beautiful photography, put-together parents, soft light. Give stressed-out parents a moment of calm.

05

Activate Subscribe & Save on Consumables

Diapers, food, formula, and snacks should all be S&S-eligible. Pair S&S launch coupons with Sponsored Products to build a recurring revenue base from your first customers.

06

Master Registry & Non-Jargon Keywords

Research how first-time parents actually search. Use a tool like Helium10 to identify plain-language keywords that drive registry adds and organic discovery.

Beyond Amazon: The Baby Discovery Ecosystem

Amazon doesn't operate in isolation. The baby category has a unique discovery ecosystem, and smart brands are active across all of it.

Babylist

The leading independent baby registry platform, used by millions of expecting parents. With \$500M+ in revenue and over a billion impressions annually, Babylist is a major product discovery channel. And now they have a growing paid advertising network.

Babylist is retail agnostic, so DTC and Amazon items can be listed.

Amazon Registry (Ads)

Registry search terms represent high-intent, gift-buyer traffic.

Sponsored Products targeting registry-adjacent keywords ("baby shower gift", "newborn essentials", "baby registry must have") captures gifters who may not be the end consumer. These buyers convert at high rates and introduce your brand to households for the first time.

Social Proof & Reviews

Enroll in Amazon Vine to seed early reviews and begin establishing credibility.

Parents are also highly active on parenting subreddits, Facebook groups, and Instagram; earned media converts very well here.

Cartograph in the Baby & Kids Food Space

Serenity Kids

\$1M → \$8M

in annual Amazon revenue in under 2 years. Also supported full launch from \$0 on the platform.

Ready Set Food

**Top 5
in "Baby Cereal"**

Established consistent presence in the Top 5 for a highly competitive core keyword, reaching #1 multiple times.

Abby & Finn

**\$30K/mo
by Month 3**

Grew Puffs SKU to \$30K monthly revenue by its 3rd month. Now a Top 10 product under Baby Snacks.



Cartograph

Ready to build your Baby brand on Amazon?

Cartograph is a full-service Amazon agency specializing in better-for-you CPG brands. From compliance and launch strategy to paid advertising and inventory management, we handle every aspect of your Amazon store.

Get in Touch

gocartograph.com

