

COST CONSCIOUS

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Baby Bottles & Blankets Get Hit With Broad Taxes

Being a new parent is already expensive. Now, the cost of essential baby gear is being driven even higher because of tariffs. From strollers to baby monitors, car seats to diapers and formula, baby products have been left entirely exposed to increasing tariffs.

A lot of these products are made in China, which now face up to a 145% tariff once imported to the United States. These extra tax burdens will lead to price increases and supply chain issues for new parents. Many are worried. In fact, **one in eight** moms say they're concerned about how tariffs could drive up costs on the essentials.

Even products, such as diapers, made in the United States, could get more expensive because U.S. manufacturers rely on imported materials and packaging.

According to **BabyCenter**, the average cost of a baby's first year already tops \$20,000, and tariffs placed on imported products threaten to increase this number.

Recent studies show tariffs could cost households an extra **\$4,700** a year.

The last thing new parents should have to worry about is whether or not they can afford safe, reliable products for their children.

Baby Strollers



97% of the \$400 million in baby strollers imported by the United States last year came from China, making it difficult for retailers to find alternative sources as tariffs rise.¹

Baby stroller brand Bombi, which manufactures in China, raised prices from \$199 to \$225 in response to the new tariffs, a nearly 13% increase.²

Car Seats



87% of imported car seats originate from China, leaving few options for affordable sourcing.³

Toys



More than three-quarters of toys imported into the United States come from China, making it America's biggest supplier. With tariffs reaching as high as 145%, popular toys could see significant price hikes.⁴

- A Barbie doll that retails for \$8.79 would go up to about \$21.54 with a 145% increase. That's a huge jump.
- A 145% increase on a stuffed animal costing \$15 bumps the price up to \$36.75.

Clothing



Babies outgrow clothes quickly, newborn clothes usually last only around three to six weeks before babies move up to the next size.⁵

Electronics



LeapFrog Academy Tablets, a popular educational tablet, are manufactured in China, and could be subject to significant price increases.

- If faced with a 145% increase, the price could jump from \$83.99 to \$205.

Video monitors range on average from \$70 to \$150. A 145% increase on the lowest price point would raise the cost from \$70 to over \$170.

¹ <https://www.nytimes.com/2025/04/12/us/politics/tariffs-china-iphones-panic-shopping.html>

² <https://mashable.com/article/tariff-news-dell-hp-lenovo-halt-laptop-ships>

³ <https://www.cnbc.com/video/2025/04/15/tariffs-affecting-baby-gear-97-percent-of-baby-strollers-the-us-imports-comes-from-china.html>

⁴ <https://www.nytimes.com/interactive/2025/04/12/business/economy/china-tariff-product-costs.html>

⁵ <https://www.nytimes.com/interactive/2025/04/12/business/economy/china-tariff-product-costs.html>