

## New Parents Are Paying 24 Percent More for Five Common Baby Items Since Trump's Tariffs

Amid the rising and uncertain tariffs from the Trump Administration, new parents in the United States are already paying higher prices for baby goods. The Joint Economic Committee – Minority analyzed recent price data and found that the cost of five common items bought for new babies **increased by 24 percent, or \$98**. The Committee looked at price changes between April 1st – just before Trump announced the so-called “Liberation Day” tariffs on nearly every country – and June 9th.

In addition, using previously unreleased data on price increases for common baby goods from the popular registry site, Babylist, the Joint Economic Committee – Minority estimates that higher prices following the tariff announcements could force new parents across the United States to spend an additional **\$875 million** in total on key baby goods in 2025. This stems from an average increase of \$400 that Babylist found when tracking the prices of a broad list of popular baby goods.

### Costs are rising for popular brands of key baby items

Based on available data, the Joint Economic Committee – Minority tracked the prices of the most popular listings on Amazon within five common baby gear categories: a convertible car seat, bassinet/crib, stroller, high chair, and a baby monitor. **The total cost of these items increased by 24 percent – or \$98 – from April 1st to June 9th.**

### Over Two Months, Costs Increased by \$98 For a New Family Purchasing the Most Popular Item on Amazon for Five Common Categories

Type of Item	Price on June 9 <sup>th</sup>	Price Change Since April 1 <sup>st</sup>	Most Popular Item
Infant and convertible car seat	\$139.00	+ \$43.01	Graco SnugRide Lite LX Infant Car Seat, Studio
Bassinet or crib	\$109.98	+ \$10.09	AirClub Bassinet Bedside Sleeper
Stroller	\$99.00	+ \$20.00	Summer Infant Ingenuity 3Dquickclose CS+ Compact Fold Stroller
High chair	\$64.99	+ \$15.02	Evenflo 4-in-1 Eat & Grow Convertible High Chair, Polyester

Baby monitor	\$89.99	+ \$10.00	HelloBaby No WiFi Baby Monitor
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Source: JEC - Minority analysis tracked prices for the best seller items that had data available on Keepa.com or Camelcamelcamel.com within five common baby gear categories tracked by Babylist. Calculations are for the price difference between 4/1/2025 and 6/9/2025.

**Following the tariffs, new parents across the country could pay \$875 million more for key baby products this year**

Analyzing a broader list of 11 categories of baby goods that also include things like bouncers, activity centers, carriers, diaper bags, and other types of car seats, Babylist found that costs increased by an average of \$400 between March 10th and June 3rd. If every new parent household in the country has to pay this cost increase, it would result in an **additional \$875 million overall cost increase in 2025**. The table below shows how much more new parents in each state could spend on these 11 goods this year.

Following Tariffs, New Parents in the United States Face an \$875 Million Cost Increase for Key Baby Products	
State	Total Cost Increase for New Parents
United States	\$875.2 million
Alabama	\$11.1 million
Alaska	\$2.8 million
Arizona	\$15.6 million
Arkansas	\$8.7 million
California	\$100.3 million
Colorado	\$19.6 million
Connecticut	\$10.7 million
Delaware	\$2.4 million
Washington, D.C.	\$2.0 million
Florida	\$48.5 million
Georgia	\$28.3 million
Hawaii	\$3.6 million
Idaho	\$5.8 million
Illinois	\$32.2 million
Indiana	\$16.7 million
Iowa	\$8.0 million
Kansas	\$8.0 million
Kentucky	\$10.7 million
Louisiana	\$11.9 million
Maine	\$2.7 million

Maryland	\$18.2 million
Massachusetts	\$20.6 million
Michigan	\$24.6 million
Minnesota	\$15.2 million
Mississippi	\$6.2 million
Missouri	\$16.1 million
Montana	\$2.9 million
Nebraska	\$5.1 million
Nevada	\$6.3 million
New Hampshire	\$3.6 million
New Jersey	\$24.8 million
New Mexico	\$4.9 million
New York	\$48.4 million
North Carolina	\$32.4 million
North Dakota	\$2.8 million
Ohio	\$31.2 million
Oklahoma	\$7.8 million
Oregon	\$12.0 million
Pennsylvania	\$35.9 million
Rhode Island	\$2.6 million
South Carolina	\$12.3 million
South Dakota	\$4.4 million
Tennessee	\$20.2 million
Texas	\$85.3 million
Utah	\$10.3 million
Vermont	\$1.6 million
Virginia	\$24.5 million
Washington	\$23.6 million
West Virginia	\$4.9 million
Wisconsin	\$14.5 million
Wyoming	\$2.2 million

Source: JEC - Minority analysis using data from Babylist and the American Community Survey. Cost increases are calculated using the average \$400 increase in the cost of 11 key categories of baby goods that saw price increases and JEC estimates of the number of new parents in 2025. New parents are defined as households with one child who is less than a year old in the American Community Survey for 2023, which is then adjusted for 2025 using recent data on the increase in the number of births.