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As population growth in the U.S. stalls, driven by declining birth rates and reduced immigration, home, family, and baby categories face structural, not cyclical, headwinds that will reshape demand. Consumers are also accelerating their shift to online purchasing, where digital-native disruptors are already gaining strong footholds and competing aggressively for loyalty. And because online shopping trips deliver meaningfully larger basket sizes, missed digital interactions represents a greater missed revenue opportunity for brands.



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The takeaway...

- Stalled population growth poses a serious long-term threat to demand in home, family, and baby products.
- Migration to online purchasing risks leaving unprepared brands behind.
- With online spend typically greater than in-store, missed trips means bigger missed dollar sales.

Your next move...

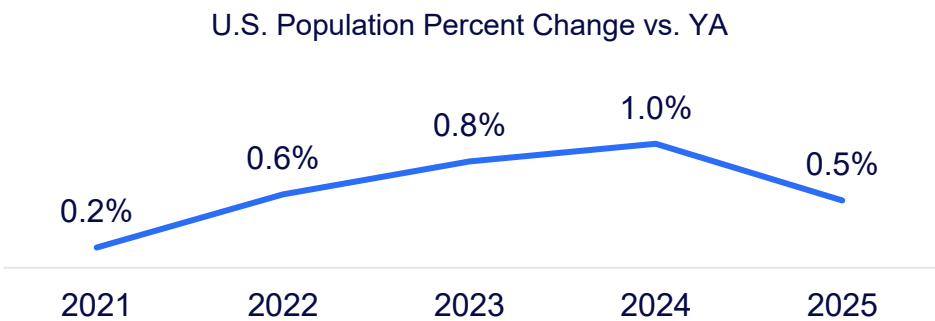
- Strengthen your omnichannel visibility before online-first competitors outpace you.
- Amp up digital marketing dollars where larger basket sizes amplify revenue impact.
- Focus on consumer retention to help offset declines from the slowed population growth.

Home, Family, & Baby Marketers Must Follow Shifting Spend Patterns as Population Growth Stalls

U.S. population growth rate stalls

Experts attribute it to declining birth rates and reduced immigration

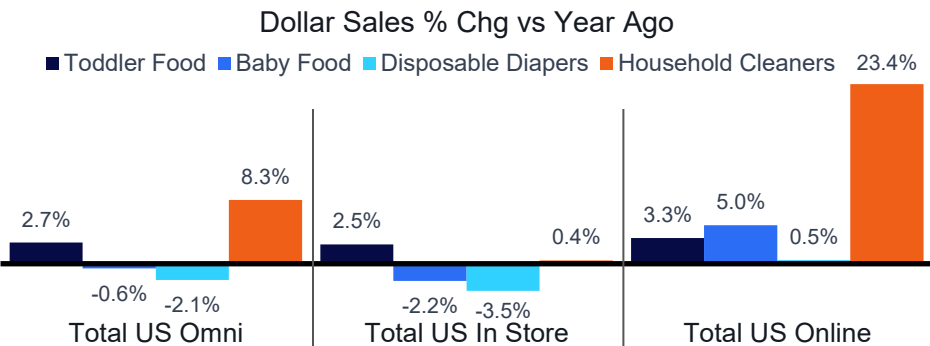
Many categories such as diapers, wipes, and baby feeding will be particularly impacted as this represents structural headwinds for growth.



Source: US Census

Shopping Patterns Reflect a Movement to Online Purchasing

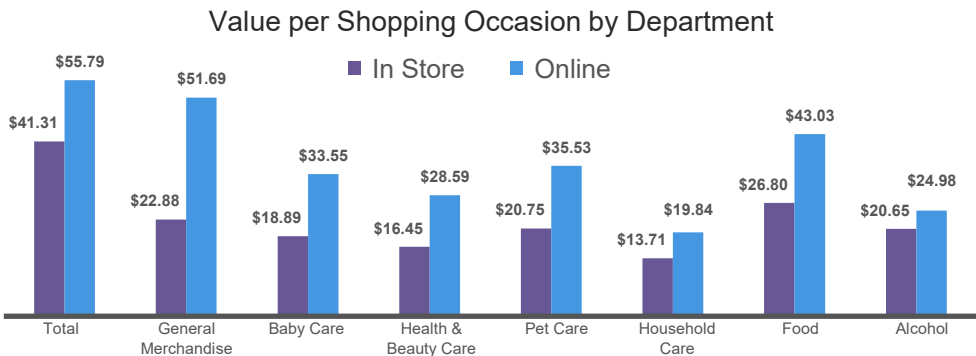
With consumers accelerating their shift to online purchasing, home, family, and baby brands must elevate their omni-channel presence to stay visible and competitive. Emerging disruptor brands are gaining loyal followings online, raising the stakes for marketers to deliver seamless experiences across every touchpoint.



Source: NielsenIQ, Total US OMNI Sales, 52 weeks ending 1/24/2026

Spend Tends to Rise for Online Shopping Occasions

Convenience, easy refills, and time saving aspects are driving consumers to make more online purchases across the store, including baby and household care.



Source: NielsenIQ Panel On Demand Omnishopper, 52 w/e 8/9/25

Industry Analysis
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