



2026 OCCASIONS REPORT

Baby Showers

The 2026 Occasions Survey suggests baby showers will become more common in the year ahead, though not dramatically so, even as consumers embrace new trends that are reshaping how the event is celebrated.

In the survey, 8% of respondents said they were very likely and 11% somewhat likely to have a baby shower of their own in the next 12 months, up from 6% and 8%, respectively, in the prior year. For friends-and-family baby showers, 11% said such an event was very likely and 14% somewhat likely, compared with 10% and 16%, respectively, in the previous survey.

Interest in home and housewares gifting for baby showers rose strongly. This year, 22% of respondents were very likely and 21% somewhat likely to purchase a home-focused baby shower gift, more than doubling last year's 10% and 14%, respectively. Bathroom and personal care products topped the list at 38%, followed by bedroom items at 31%. Cleaning or home-environment products and organization/home décor tied at 27%. In the 2025 survey, bathroom/personal care and bedroom products tied at 31%, while cleaning/home environment and organization/home décor tied at 25%.

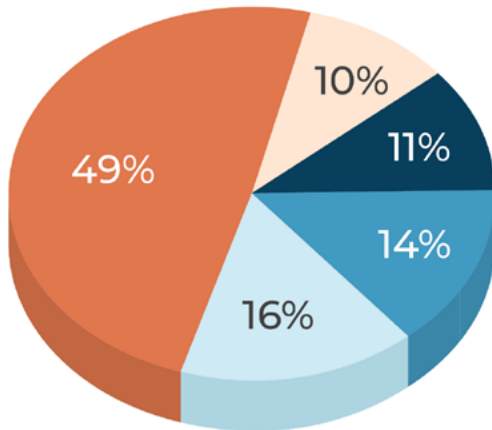
Gift cards gained traction, selected by 34% of respondents, up from 26% a year ago, while 54% preferred to give a specific gift (up from 50%), as indecision declined.

At 36%
consumers aged 35-44
are most likely to be
involved in a baby s
hower with family or
friends during the year
ahead, followed by those
aged 18-35, at 33%.

Gen Z now leads all generations in the likelihood of having a baby shower of their own, with **15% very likely** and **17% somewhat likely**, up from **8% and 14%**, respectively, last year. Millennials, previously the largest group, also increased, though more modestly.

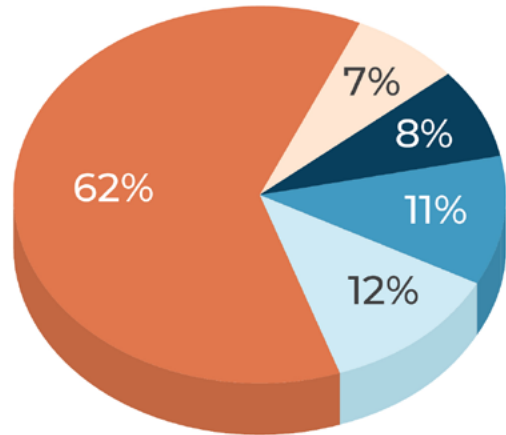


Likelihood of a Baby Shower Occurring Among Friends or Family in the Next 12 Months



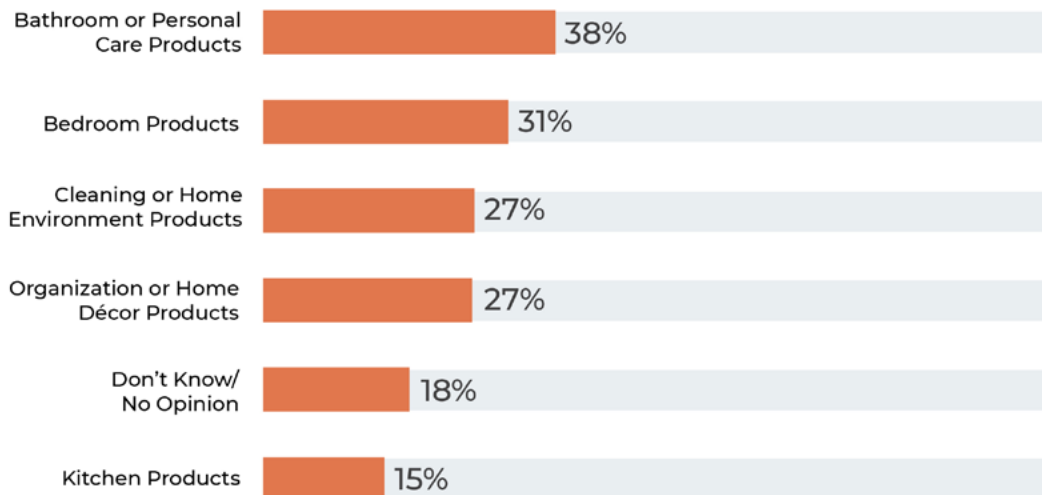
Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

Likelihood of a Baby Shower Occurring for Oneself in the Next 12 Months



Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

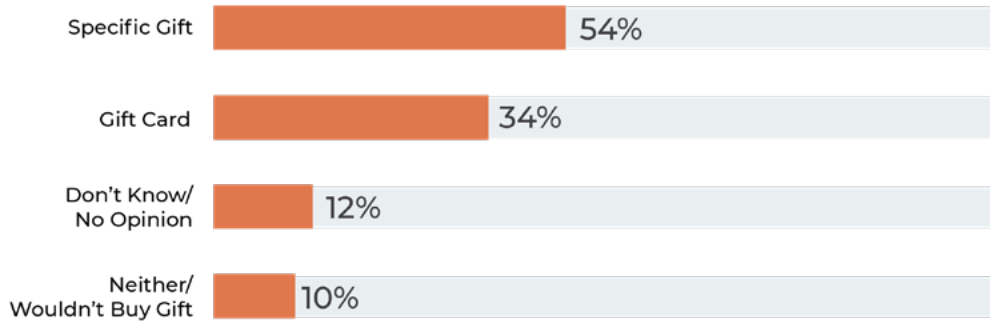
Home + Housewares Categories Likely To Be Purchased for a Baby Shower



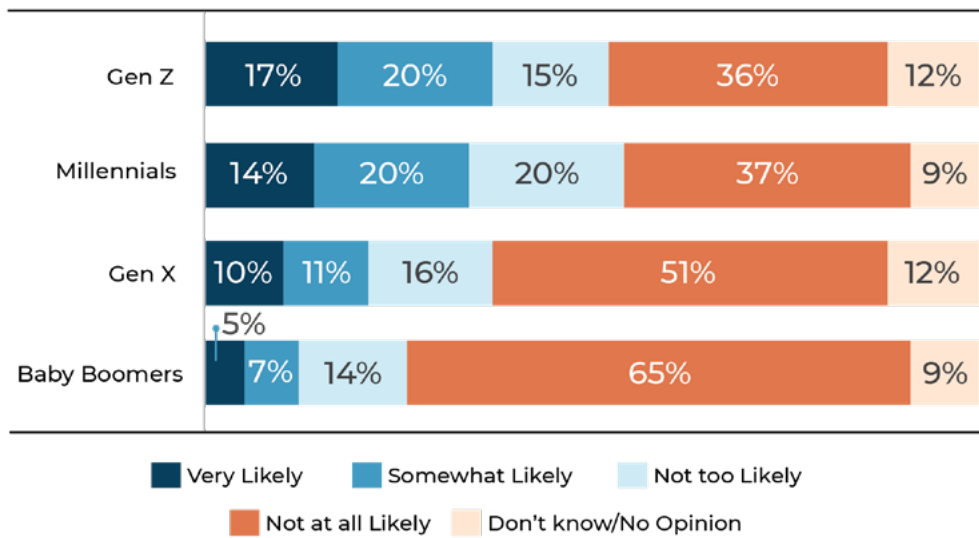
Gen Z is the generation most likely to attend a friends-and-family baby shower, at **17% very likely** and **20% somewhat likely**, up from **13% and 20%**, respectively, in 2025. Millennial results were flat year over year, Gen X ticked up slightly, and Baby Boomers declined.



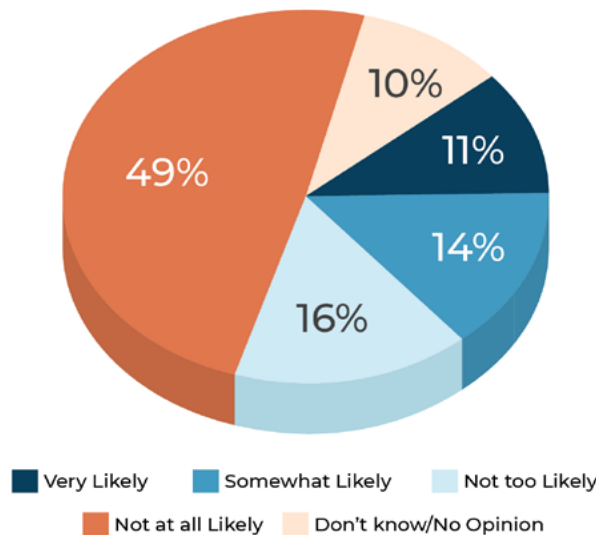
Preferred Types of Baby Shower Gifts



Likelihood of Attending a Baby Shower by Generation



Likelihood of a Baby Shower Occurring Among Friends or Family in the Next 12 Months



Expectations for attending baby showers were flat or down across income groups: respondents **under \$50,000 remained steady**, while those earning **\$50,000-\$100,000 fell by five points** and those earning **\$100,000+ fell by two points**.



FINAL THOUGHTS

Like other major life events, baby showers are becoming more personalized, interactive and curated. Although the number of showers is not expanding dramatically at the moment, gains in wedding-related occasions suggest growth may follow. Meanwhile, the format of the shower itself is evolving.

According to Babylist, display showers – at which unwrapped gifts are arranged decoratively rather than opened individually – are rising in popularity, making product presentation a more central part of the celebration. Retailers might want to highlight registry items with strong visual appeal and curate displays that reflect this emerging format.

Martha Stewart's guidance also points toward theme-driven showers built around colors, patterns or décor styles, as well as event formats tailored to the honoree's preference, from brunch gatherings to tea-time celebrations.

As baby showers continue to evolve, retailers and suppliers should stay attuned to these trends and consider how product assortments and presentation strategies can align with new approaches to celebrating life's earliest milestones.

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