



who we are

Welcome to buybuy BABY! Our mission is to ensure that new and expectant parents have everything they need to confidently welcome their baby and navigate the transitions of life as a family.


In the journey of parenthood there are fun parts and messy parts, celebrations and challenges, dreamy snuggles and sleepless nights. We're thrilled to be here for you every step of the way, with helpful guidance and an amazing selection of everything from the best of the best baby gear along with everybody's favorites – all at everyday low prices.

Shop online or visit one of our 100+ locations nationwide, where you can explore thousands of products first-hand, and let our expert associates help you prepare for pregnancy, parenthood, toddler transitions, and everything in between.

Find a store near you.

FEEDBACK

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expert guidance that's right for you

Yes, your perfect, tiny baby is going to take over your home, and your life. He or she is going to need lots of stuff, and then more stuff. What to buy? Whether you're awaiting your first-born and overwhelmed with registry choices, or you're gearing yourself up for the next big milestone, it's hard to sort through the noise of the Internet, your friends' suggestions, ads, and more.

At buybuy BABY, our product experts will understand your needs, explain the options, and help you make the best choices for you and your family. We'll help you choose from over 30,000 items, including furniture, footies, and everything else you'll need.

fun & easy baby registry

You'll love creating your baby registry with us. Our Registry Consultants will take you through every step of the process and guide you toward the products that best suit your needs. You'll receive our free best-in-class Goody Bag, filled with valuable samples and coupons, when you create or update your registry in-store. And our online tools make building your registry quick and easy. With Registry KickStarters you can see top picks from our experts, explore curated recommendations for different lifestyles and looks, and copy items from a friend's registry. All of our registrants receive our registry completion discount and the opportunity to earn friend referral rewards. Registry returns are hassle-free. And your friends and family will appreciate our gift packaging, available for online purchases, and free in-store.

more about us

Over half our stores have Picture People photo studios, most include Destination Maternity apparel departments, and you'll feel right at home in our comfy feeding and changing rooms. We accept competitors' coupons and offer a price match guarantee.

Follow us on Facebook, Twitter, Pinterest, YouTube, and Instagram for special offers, news, and ideas.

Feel free to drop us a line via email or call 1-877-3-BUY-BABY (1-877-328-9222).

We're part of the Bed Bath & Beyond® family of brands, which also includes Christmas Tree Shops®, Harmon® Face Values®, Cost Plus World Market®, and more.