

From Fatherhood to a Business Empire:MacroBaby, the Largest Baby Store in the U.S.



Orlando, Florida Sep 1, 2025 ([Issuewire.com](https://www.issuewire.com)) - Located in Orlando, Florida, MacroBaby has officially taken the lead as the largest physical baby store in the United States. But more than a shopping destination, MacroBaby has become a true haven for parents—offering guidance, support, and a carefully curated selection of over 30,000 products designed to make parenting easier, safer, and more joyful.

Entrepreneur Richard Harary, founder and CEO of MacroBaby and the Marco Corporation holding, says the store was born with a clear mission:

“We wanted to create a space that would become a trusted reference for parents—especially those who feel overwhelmed and unsure of where to begin when it comes to caring for their baby.”

At MacroBaby, every product—from smart monitors to next-generation strollers—is chosen with three key priorities in mind: comfort, safety, and convenience. But what truly sets the store apart is its human-centered approach. “We’re not just here to sell. We’re here to listen, guide, and support families,” Richard emphasizes. “That’s why our slogan is ‘The baby store with a heart.’”

The store also integrates cutting-edge technology, offering tools that simplify everyday parenting tasks. Tech-savvy parents can explore innovative solutions like AI-powered baby monitors, self-folding strollers, and more—all within an environment designed to educate and empower.

“MacroBaby is more than a retail store—it’s a place where families feel seen and supported. It’s a space where we honor this incredible journey called parenthood,” Richard adds.

From Fatherhood to a Business Empire: How MacroBaby Was Born

The idea for MacroBaby emerged in 2007, at a very personal moment in Richard’s life. While preparing for the arrival of his first daughter, Gabriela, he realized just how poorly served the baby product market really was.

“I was already selling products in this category, but I didn’t know how they worked. I would visit stores to learn, but the service was disappointing—staff didn’t know the products and couldn’t help. I remember trying to install a car seat and getting zero assistance. That’s when I thought: this market needs a serious upgrade,” Richard recalls.

With Gabriela in his arms, he wrote the first business plan for what would become a groundbreaking retail experience.

“I wanted to offer something completely different. I wanted every parent to feel supported in ways I didn’t,” he says.

Today, MacroBaby is a landmark in Orlando, drawing families from around the world and setting the standard for what a baby store can—and should—be.

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