

Breast Pumps Market by Technology (Battery Powered Breast Pumps, Manual Breast Pumps, and Electric Breast Pumps), Product Type (Closed System Breast Pumps and Open System Breast Pumps), and Application (Personal Use Pumps and Hospital/Healthcare Grade Pumps) - Global Opportunity Analysis and Industry Forecast, 2014 - 2022

<https://marketpublishers.com/r/B65F7AFBB32EN.html>

Date: December 2016

Pages: 190

Price: US\$ 5,540.00 (Single User License)

ID: B65F7AFBB32EN

Abstracts

Breast pumps are medical devices used for extracting milk from the breast of lactating mother. These devices are used mainly by working women to continue breastfeeding while they are at work. In some cases, physicians also recommend breast pumps to stimulate milk supply when the baby is unable to latch-on and suckle. Breast pumps have emerged as a preferable choice for the working women. The market is poised to witness a remarkable growth, primarily due to the related technological advancements such as double breast pumps, which help remove fat content from milk and replacing it with higher caloric value.

The world breast pump market is projected to garner revenues worth \$829 million by 2022, registering a CAGR of 6% over the forecast period. The growth of the market is attributed to the rapid increase in working women population, inadequate maternity leave period and the growing awareness about the benefits and importance of breastfeeding. Other factors such as favourable reimbursement scenario, increasing healthcare expenditure by the government and technological developments in electric breast pumps will also help in the growth of the market. On the other hand, barriers such as high risk of contamination mainly in open system breast pumps, high maintenance of electricity battery pumps and hospital grade pumps, high cost of breast

pumps coupled with low awareness, especially in under-developed countries such as Nigeria, Afghanistan and Bhutan are likely to restrain the market growth. The world breast pump market is segmented on the basis of technology, product type, application and geography. On the basis of technology, the market is segmented into manual breast pumps, battery powered breast pumps and electric breast pumps. By product type, the market is segmented into closed system breast pumps and open system breast pumps. Closed system breast pumps are both the highest revenue generating segment as well as the highest growing segment owing to higher benefits such as reduced risk of contamination and a preventive barrier between the pump and the milk collection kit. Based on application, the market is segmented into personal use pumps and healthcare/hospital grade pumps. In terms of geography, the market is segmented into North America, Europe, Asia-Pacific (APAC) and Latin America, Middle East and Africa (LAMEA).

The North America breast pump market will be the leading revenue-generating region whereas Asia-Pacific will be the highest growing region, owing to growing demand for breast pumps. Asia-Pacific breast pump market is set to grow at a promising CAGR of approximately 10% from 2015 to 2022, due to factors such as rising disposable income and highly unmet medical needs.

Companies have adopted product development as their key development strategy in the breast pump market. Increase in focus on product development is mainly for the development of innovative technologies in the field of breast pumps. In February 2014, Pigeon Corporation launched “Electric Breast Pump” and “Electric Breast Pump First Class” to help mothers pump and store breast milk which allows them to continue breastfeeding their babies even when they are at work.

KEY BENEFITS FOR STAKEHOLDERS:

The report provides an in-depth analysis of the breast pump market across major regions and countries, and total revenue generated during the forecast period

The report helps in understanding the strategies adopted by various breast pump companies, in order to gain a higher market, share in the global breast pump market

Region-wise and countrywide shares in the global breast pump market are comprehensively analyzed in the report

The projections in the report are made by analyzing the current market trends

and highlighting the market potential for the period of 2014-2022, in terms of value and volume

Extensive analysis of the market is conducted by closely following key product positioning and monitoring the top contenders within the market framework.

Furthermore, key market players within this market have been profiled in this report and their strategies are analyzed thoroughly. This helps in understanding the competitive outlook on the supply side of the market.

KEY MARKET SEGMENTS:

By Technology (Value and Volume)

Battery Powered Breast Pumps

Manual Breast Pumps

Electric Breast Pumps

By Product Type (Value and Volume)

Closed System Breast Pumps

Open System Breast Pumps

By Application (Value and Volume)

Personal Use Pumps

Healthcare/Hospital Grade Pumps

By Geography (Value and Volume)

North America

U.S.

Market, By Technology

Market, By Product Type

Market, By Application

Canada

Market, By Technology

Market, By Product Type

Market, By Application

Mexico

Market, By Technology

Market, By Product Type

Market, By Application

Europe

Germany

Market, By Technology

Market, By Product Type

Market, By Application

U.K.

Market, By Technology

Market, By Product Type

Market, By Application

France

Market, By Technology

Market, By Product Type

Market, By Application

Spain

Market, By Technology

Market, By Product Type

Market, By Application

Switzerland

Market, By Technology

Market, By Product Type

Market, By Application

Belgium

Market, By Technology

Market, By Product Type

Market, By Application

Netherlands

Market, By Technology

Market, By Product Type

Market, By Application

Russia

Market, By Technology

Market, By Product Type

Market, By Application

Rest of Europe

Market, By Technology

Market, By Product Type

Market, By Application

Asia-Pacific

Japan

Market, By Technology

Market, By Product Type

Market, By Application

China

Market, By Technology

Market, By Product Type

Market, By Application

India

Market, By Technology

Market, By Product Type

Market, By Application

Vietnam

Market, By Technology

Market, By Product Type

Market, By Application

Rest of Asia-Pacific

Market, By Technology

Market, By Product Type

Market, By Application

LAMEA**Brazil**

Market, By Technology

Market, By Product Type

Market, By Application

Saudi Arabia

Market, By Technology

Market, By Product Type

Market, By Application

United Arab Emirates

Market, By Technology

Market, By Product Type

Market, By Application

Rest of LAMEA

Market, By Technology

Market, By Product Type

Market, By Application

Key players operating in the breast pump market include:

Medela AG

Ameda, Inc.

Koninklijke Philips N.V. (Philips AVENT)

Hygeia Health

Bailey Medical Engineering

Linco Baby Merchandise Works Co. Ltd.

Whittlestone Inc.

Energizer Holdings Inc.

Pigeon Corporation

Albert Manufacturing USA

Other players in the value chain include:

Playtex Baby

Dr. Brown's

The First Years

Profiles of these players are not included. However, the same will be included as per the request

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