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Maternity Care Market in North America - Industry Outlook and Forecast 2017-2023

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Abstracts

The maternity care market in North America is expected to cross $3 billion by 2023, growing at a CAGR of 2.12% during the forecast period 2017–2023.

Increasing birth rates and growing disposable income are expected to increase the demand for maternity care products. The demand for these products are also likely to be driven by large number of women delaying childbirth due to professional commitments as well as preferring to work late into their pregnancies. Although the maternity apparels segment is having the highest market share, the pregnancy vitamins and supplements segment is likely to witness the fastest growth during the forecast period.

Maternity Care Market in North America: Key Vendor Analysis

The market is characterized by the presence of diversified international, regional, and local vendors. However, as global players increase their presence in the market given their strong infrastructure and immense R&D support, regional and local vendors will find it tough to compete with them in terms of reliability, technology, and price.

The major vendors included in the report are as follows:

ASOS

Seraphine

Cake Maternity

Destination Maternity

The Hut Group

E.T. Browne Drug

The Honest Company

Merz Pharma

New Chapter

Garden of Life

Nature's Way

Other prominent vendors include Anita Dr. Helbig, Belabumbum, Boobdesign, Bravado Designs, GAP, Hotmilk Lingerie, H&M, Pinkblush Maternity, Tiffany Rose, Bella B Natural Bodycare, Bio-Oil, Earth Mama, Medela Inc., Philips AVENT, Prairie Bloom, SOFT Style, The Boppy Company, Abbott Nutrition, Biotics Research Corp., Country Life, Fairhaven Health, Matsun Nutrition, Metagenics, Nurture, Nature's Plus, Solgar Inc., Thorne Research, Twinlab, Ultra Laboratories.

Maternity Care Market in North America: Dynamics

High disposable income and increased demand for premium pregnancy products to propel market growth

With the increasing demand for stylish pregnancy wear, particularly from working pregnant women, manufacturers have introduced a variety of pregnancy wear, which are expected to increase the demand for pregnancy apparels during the forecast period. Similarly, introduction of innovative innerwear and increased preference for organic and radiation-proof pregnancy wear are going to boost the maternity apparels market in North America. Likewise, increased awareness of skin care products will boost the personal care market in the region. With high disposable income among the consumers in the region, the demand for high-quality and premium pregnancy personal care products is increasing in the region. The demand for these personal care products from pregnant women is also increasing due to drastic changes in the skin of pregnant

women. Thus, the demand for organic care products is expected to increase over the next few years.

Maternity Care Market in North America: Key Country Analysis

The US to remain the dominant country in the region with maximum market share

The US dominated the North America maternity care market with 86% market share. A majority of manufacturers are present in the US. Additionally, as the number of female population is nearly nine-times higher in the US than Canada, which means a majority of potential customers are present in the US, the revenue share of the US in the maternity care market is high. The demand for maternity vitamins, apparels, and personal care is high in both countries.

Canada contributed 14% to the North America market and is expected to grow at a CAGR of 2.16% during the period 2017–2023. The maternity apparels market is similar to the US. The demand for pregnancy wears in the country is high due to increasing demand for fashionable and stylish maternity wear from pregnant women. The sale of pregnancy apparels through the online channel is increasing exponentially due to increased internet penetration.

Maternity Care Market in North America: Segmental Analysis

The maternity apparels market to witness the highest share

Stretch marks, weight gain, itching, and sore breasts, and nipples are some of the most common problems faced by women during pregnancy. The demand for maternity personal care products to provide relief from these problems are high among pregnant women in the region. The growing awareness of harmful effects of chemicals is propelling the demand for organic personal care products. This trend is expected to continue over the next few years and increase the market for organic personal care products in North America.

Nearly 42% of the adults in the US suffer from vitamin D deficiency. Growing awareness among women about the deficiency of vitamin and mineral is driving the demand for prenatal and postnatal vitamins in the region. In 2016, the prenatal vitamins segment witnessed the highest share in the maternal vitamins market. However, increased marketing and advertising by manufacturers to highlight the benefits of postnatal vitamins for mothers and new-born babies has led to increased demand for postnatal

vitamins. Also, with increasing online shopping trend, the sale of prenatal and postnatal vitamins through the online channel is expected to increase exponentially during the forecast period.

REPORT SNAPSHOT

Increased trend among women to continue working till the third semester of pregnancy is likely to push the maternity care market globally. North America will continue to be the largest market in this segment and is expected to cross $3 billion by 2023, growing at an impressive CAGR of 2.12% over 2017-2023.

Report Timeline

Base Year: 2017

Forecast Year: 2018–2023

The major vendors included in the report are as follows:

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Seraphine

Cake Maternity

Destination Maternity

The Hut Group

E.T. Browne Drug

The Honest Company

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Scope of the Report

The report considers the present scenario of the maternity care market in North America and its market dynamics for the period 2017?2023. It covers a detailed overview of various market growth enablers, restraints, and trends. The report covers both the demand and supply sides of the market. The report also profiles and analyzes the leading 12 companies and 29 other prominent companies operating in the market.

This report provides the details of the market size in revenue from the following segments:

Product

Apparel

Personal care

Vitamins and supplements

Country

US

Canada

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