

# **Global Breast Shells Market Size study & Forecast, by Sales Channel (Hospital Pharmacy (Inpatient), Retail Store, E-commerce, Wholesaler/Distributor) and Regional Analysis, 2022-2029**

<https://marketpublishers.com/r/G746CC4DCEC7EN.html>

Date: December 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G746CC4DCEC7EN

## **Abstracts**

Global Breast Shells Market is valued at approximately USD 71.30 million in 2021 and is anticipated to grow with a healthy growth rate of more than 3.61% over the forecast period 2022-2029. Breast shells are hollow, lightweight plastic disks that are worn inside the brassiere that assist in correct flat or inverted nipples for breastfeeding. Factors such as the growing awareness about breastfeeding, coupled with the increasing risk of nipple fissures are likely to drive the market demand across the globe.

The increasing number of births worldwide is fueling the market demand owing to the feed babies properly. As per UNICEF, it is estimated that in India there are nearly 25 million births take place every year. Likewise, National Vital Statistics System and the CDC published a report in May 2021 stating that the provisional number of births in the United States during 2020 was 3,605,201, which is anticipated to boost the number of women breastfeeding their newborns. Therefore, the rising number of births is playing a major role in the demand for breast shells, which, in turn, accelerates market growth at a substantial rate. Furthermore, the rising emphasis on introducing innovative products associated with breastfeeding, as well as the increasing number of awareness programs are creating various growth prospects for the market in the forthcoming years. However, the availability of breast milk alternatives and the lack of knowledge about breastfeeding products and accessories are hindering market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Breast Shells Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North

America dominated the market in terms of revenue, owing to the increasing awareness of product availability and the rising number of breastfeeding awareness campaigns. Whereas, the Asia Pacific is expected to grow significantly during the forecast period. Factors such as growing awareness regarding the importance of breastfeeding, as well as rising birth rates, are burgeoning the market growth in the forecasting years.

Major market players included in this report are:

Koninklijke Philips N.V

Medela, LLC

Magento, Inc. (Ameda)

Ardo Medical, Ltd.

Chicco Australia

Nuby

Artsana S.p.A.

Handi-Craft Company

Medline Industries Inc.

Tomme Tippee/Mayborn Group Limited

Recent Developments in the Market:

In April 2019, Medela LLC unveils that the company entered into a partnership agreement with Mamava- the inventor of the first lactation pod. The objective of this initiative is to support employers to offer the product & services, and infrastructural facilities for breastfeeding working women.

In May 2018, Ameda announced the extension of its premium products line such as Ameda PumpEase- a Hands-Free Pumping Bra, Ameda MoistureGuard- a premium Nursing Pads, and Ameda Triple Zero Lanolin to support breast pumping and breastfeeding needs of mothers.

Global Breast Shells Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Sales Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study.

The report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Sales Channel:

Hospital Pharmacy (Inpatient)

Retail Store

E-commerce

Wholesaler/Distributor

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

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