

Global Breastfeeding Accessories Market Size study & Forecast, by Product (Breast Milk Bottles, Breast Milk Storage Bags, Sore Nipple Cream, Nursing Pads, Cleaning Products, Nipple Shields, Breast Shells), by Application (Personal use, Hospital grade) and Regional Analysis, 2022-2029

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Abstracts

Global Breastfeeding Accessories Market is valued approximately USD 2.22 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 6.45 % over the forecast period 2022-2029. Breastfeeding defined as feeding a baby breast milk directly from the breast, and babies must be breastfed for the first 6 months of their lives. Breastfeeding accessories such as Nipple Cream, Nursing Pads, Cleaning Products, Nipple Shields, and Breast Shells among others are used to provide better care for mothers, make nursing mothers' lives easier, and make new-born care less of a hassle. Moreover, the increasing women employment levels and growing number of human milk banks around the globe are key factors driving the market growth.

Over the years the population of working women across the globe has significantly increased hence creating strong demand for Global Breastfeeding Accessories Market. For instance – as per the Center for American Progress – in 2020, the labor force participation rate for prime-age women in United States reached to 77.0 percent, witnessing an increase of around 1 percent from 76.0 percent in 2019. In addition, according to the Our World in Data, the female employment to population ratio in Germany increased from 50.99% in 2011 to 54.91% in 2020. Similarly, in Chile the female employment to population ratio increased to 39.47% in 2020 from 43.25% in 2011. Furthermore, the growing popularity of human milk banks is another factor driving the market growth. For instance – according to the National Center for Biotechnology

Information (NCBI) - In 2020, globally around 756 milk banks were estimated in around 66 countries. Additionally, as per International Milk Genomics Consortium estimates – Brazil is estimated as the global leader in human milk banking infrastructure as Brazil has 217 milk banks, plus another 126 milk collection points, with the country has milk banks in around 26 states of the country. Also, rising global birth rate in emerging and underdeveloped nations and growth in favorable policy promoting breastfeeding would create lucrative growth opportunities for the market over the projected period. However, high cost associated with breastfeeding accessories and adoption of breastmilk substitutes in developed economies hinder the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Breastfeeding Accessories Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific dominated the market in terms of revenue, owing to the increase in the birth rate and presence of a large target audience and rising awareness campaigns regarding breastfeeding in the region. Whereas North America is expected to grow with a highest CAGR during the forecast period, owing to factors such as rising women's employment rate as well as presence of well-established healthcare infrastructure and rising demand for breastfeeding accessories in the region.

Major market player included in this report are:

Medela AG

Ameda, Inc.

Willow Innovations, Inc.

Koninklijke Philips N.V.

Chiaro Technology Limited

Pigeon Corporation

Spectra Baby

Lavie Mom

Motif Medical

Mayborn Group Limited

Recent Developments in the Market:

In October 2021, Mamava, one of the leaders in freestanding lactation pods, has acquired Pod Manufacturing company. This acquisition would enable Mamava company in further expansion of breastfeeding supplies.

In August 2021, Medela, launched a new breast milk saver solution. The Silicone Breast Milk Collector launched for breastfeeding families across North America. The silicone

designed milk collector is dishwasher safe and made from 100% food-grade silicone.

Global Breastfeeding Accessories 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 Product, Application, 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 market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters 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 the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product

Breast Milk Bottles

Breast Milk Storage Bags

Sore Nipple Cream

Nursing Pads

Cleaning Products

Nipple Shields

Breast Shells

By Application

Personal use

Hospital grade

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
RoLA
Rest of the World

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