

# **Global Lactation Support Supplements Market Size study, by Ingredient Type (Fenugreek, Moringa, Milk Thistle, Fennel, Oatmeal), Formulation (Capsules/Tablets, Powder, Liquid), Sales Channel (Online, Direct, Pharmacy/Drug Store) and Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/GFAD90E2C78EEN.html>

Date: May 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: GFAD90E2C78EEN

## **Abstracts**

Global Lactation Support Supplements Market is valued approximately at USD 0.63 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 7.80% over the forecast period 2024-2032. The lactation support supplements market is witnessing dynamic evolution as a result of increasing awareness surrounding maternal health and postpartum wellness. These supplements, predominantly derived from natural galactagogues such as fenugreek, moringa, and fennel, are formulated to promote and enhance breast milk production in new mothers. As birth rates remain stable across many developing economies and women continue to seek alternative, plant-based interventions to support lactation, the market for such supplements is being revitalized by innovation in both formulation and delivery.

Fueled by shifting attitudes towards organic and herbal remedies, modern mothers are gravitating toward natural lactation solutions as a safer and more holistic alternative to pharmacological agents. The integration of scientifically validated herbs like milk thistle and oatmeal into supplement formulations is improving product acceptance among both consumers and healthcare professionals. Simultaneously, the rising number of women balancing professional life with motherhood has increased the demand for efficient, convenient supplement formats—driving a surge in capsule/tablet and liquid formulations tailored for easy consumption. However, the market continues to navigate barriers such as the lack of standardization in herbal ingredient concentrations, sporadic clinical

evidence, and consumer skepticism in some regions.

Industry stakeholders are proactively addressing these constraints through focused investments in product development, clinical validation, and digital marketing strategies that emphasize transparency and traceability. Digital retail platforms have emerged as a dominant force in product dissemination, allowing brands to engage directly with a global audience of new mothers, influencers, and healthcare consultants. Additionally, clean-label trends are pushing companies to eliminate artificial additives while improving nutritional profiles—an evolution that aligns well with growing consumer scrutiny of ingredient labels and origin traceability.

From a regional standpoint, North America currently holds a leading share of the lactation support supplements market, driven by high awareness levels, favorable regulatory frameworks, and a well-established nutraceutical ecosystem. Europe follows closely, with growing demand supported by proactive maternity care programs and increasing preference for herbal-based postpartum solutions. The Asia Pacific region is forecasted to register the fastest growth during the forecast period, propelled by rising birth rates, traditional reliance on botanical remedies, and expanding e-commerce reach in countries such as India, China, and Indonesia. Meanwhile, Latin America and the Middle East & Africa are gradually emerging as lucrative markets owing to improving healthcare access and increased investment in maternal wellness programs.

**Major market player included in this report are:**

Eu Natural

Motherlove Herbal Company

Pink Stork

Mommy's Bliss

Nature's Way Products, LLC

Majka

New Chapter, Inc.

Actif USA

UpSpring Baby

Herb Pharm

Honest Company, Inc.

Pure Co

Nested Naturals Inc.

VH Nutrition LLC

Otsuka Holdings Co., Ltd.

**The detailed segments and sub-segment of the market are explained below:**

By Ingredient Type

Fenugreek

Moringa

Milk Thistle

Fennel

Oatmeal

By Formulation

Capsules/Tablets

Powder

Liquid

## By Sales Channel

Online

Direct

Pharmacy/Drug Store

## By Region:

### North America

U.S.

Canada

### Europe

UK

Germany

France

Spain

Italy

Rest of Europe

### Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

**Years considered for the study are as follows:**

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

**Key Takeaways:**

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

#### Companies Mentioned

Eu Natural

Motherlove Herbal Company

Pink Stork

Mommy's Bliss

Nature's Way Products, LLC

Majka

New Chapter, Inc.

Actif USA

UpSpring Baby

Herb Pharm

Honest Company, Inc.

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