

# **Global Postpartum Health Supplements Market Size study & Forecast, by Product Type (Single Nutritional Supplements, Combined Nutritional Supplements) by Formulations (Capsules/Tablets, Soft gels, Powder, Liquid, Others), by Sales Channel (Online Sales Channel, Offline Sales Channels) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Postpartum Health Supplements Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Postpartum health supplements are manufactured product that is specially designed and intended to supplement the daily needs of nutrients for women who have given birth. These supplements are available in various forms such as capsules, tablets, soft gels, powder, liquid, and others. These supplements contain one or more dietary ingredients such as vitamins & minerals, herbal supplements, proteins, omega-3, probiotics, etc. to meet the basic needs in the mother's body and evade the chances of suffering weakness and other health problems, Factors such as the increasing prevalence of postnatal depression coupled with the growing awareness about postnatal problems are driving the market demand across the globe.

In addition, the increasing expenditure on health and wellness products is further propelling the demand for postpartum health supplements owing to the postnatal health problems are associated with a wide range of chronic disease conditions. According to the Centers for Medicare and Medicaid Service report, the national healthcare spending in the United States rises by 9.7% to USD 4.1 trillion in 2020, which witnessed a growth of 19.7% of GDP, which is projected to reach USD 6.2 trillion by 2028. Therefore, the

increasing purchasing capacity of the population and rising awareness of healthcare is excelling the market growth around the world. Furthermore, the introduction of innovative products by the chief industry players, as well as the rising availability of products on e-commerce platforms are leveraging the market growth in the forecasting years. However, stringent regulation and standards and high costs related to the R&D activities stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Postpartum Health Supplements Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. The Asia Pacific dominated the market in terms of revenue, owing to the growing awareness about meeting the nutritional requirements and high adoption of supplements for postnatal conditions. Whereas, the Rest of the World is expected to grow significantly during the forecast period. Factors such as rising incidences of postnatal depression among women, as well as increasing disposable income of the population, are burgeoning the market growth in the forecasting years.

Major market players included in this report are:

New Chapter, Inc.

Mama's Select

ACTIF USA

Nutrafol (Nutraceuticals Wellness Inc.)

Anya

DSM

Pink Stork

Mommy's Bliss Inc.

Church & Dwight Co.

Nordic Naturals

Recent Developments in the Market:

In 2020, MegaFood announced that the company launch its two new Baby & Me 2 products, which include Postnatal Multi and Prenatal DHA & Choline.

In March 2021, GoBiotix declared the introduction of new pre and postnatal multivitamin products for child and mother needs, including vitamins such as D2, B6, K, B12, E, C, A, and Iodine, which aid in improving breast milk.

In October 2020, Arcadia Consumer Healthcare Inc. publicized the acquisition of Naturelo of vitamin and mineral supplements, which aims on expanding its pre and postnatal products market.

Global Postpartum Health Supplements 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 Type, Formulations, 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 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 Type:

Single Nutritional Supplements

Combined Nutritional Supplements

By Formulations:

Capsules/Tablets

Soft gels

Powder

Liquid

Others

By Sales Channel:

Online Sales Channel

Offline Sales Channels

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

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
  - 1.2.1. Postpartum Health Supplements Market, by Region, 2019-2029 (USD Billion)
  - 1.2.2. Postpartum Health Supplements Market, by Product Type, 2019-2029 (USD Billion)
  - 1.2.3. Postpartum Health Supplements Market, by Formulations, 2019-2029 (USD Billion)
  - 1.2.4. Postpartum Health Supplements Market, by Sales Channel, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL POSTPARTUM HEALTH SUPPLEMENTS MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL POSTPARTUM HEALTH SUPPLEMENTS MARKET DYNAMICS

- 3.1. Postpartum Health Supplements Market Impact Analysis (2019-2029)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing prevalence of postnatal depression
    - 3.1.1.2. Increasing expenditure on health and wellness products
  - 3.1.2. Market Challenges
    - 3.1.2.1. Stringent regulation and standards
    - 3.1.2.2. High cost is related with the R&D activities
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Introduction of innovative products by the chief industry players

3.1.3.2. Rising availability of products on e-commerce platforms

## **CHAPTER 4. GLOBAL POSTPARTUM HEALTH SUPPLEMENTS MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Force Model

4.1.1. Bargaining Power of Suppliers

4.1.2. Bargaining Power of Buyers

4.1.3. Threat of New Entrants

4.1.4. Threat of Substitutes

4.1.5. Competitive Rivalry

### 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)

### 4.3. PEST Analysis

4.3.1. Political

4.3.2. Economical

4.3.3. Social

4.3.4. Technological

### 4.4. Investment Adoption Model

### 4.5. Analyst Recommendation & Conclusion

### 4.6. Top investment opportunity

### 4.7. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

### 5.1. Assessment of the overall impact of COVID-19 on the industry

### 5.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL POSTPARTUM HEALTH SUPPLEMENTS MARKET, BY PRODUCT TYPE**

### 6.1. Market Snapshot

### 6.2. Global Postpartum Health Supplements Market by Product Type, Performance - Potential Analysis

### 6.3. Global Postpartum Health Supplements Market Estimates & Forecasts by Product Type 2019-2029 (USD Billion)

### 6.4. Postpartum Health Supplements Market, Sub Segment Analysis

6.4.1. Single Nutritional Supplements

6.4.2. Combined Nutritional Supplements

## **CHAPTER 7. GLOBAL POSTPARTUM HEALTH SUPPLEMENTS MARKET, BY FORMULATIONS**

- 7.1. Market Snapshot
- 7.2. Global Postpartum Health Supplements Market by Formulations, Performance - Potential Analysis
- 7.3. Global Postpartum Health Supplements Market Estimates & Forecasts by Formulations 2019-2029 (USD Billion)
- 7.4. Postpartum Health Supplements Market, Sub Segment Analysis
  - 7.4.1. Capsules/Tablets
  - 7.4.2. Soft gels
  - 7.4.3. Powder
  - 7.4.4. Liquid
  - 7.4.5. Others

## **CHAPTER 8. GLOBAL POSTPARTUM HEALTH SUPPLEMENTS MARKET, BY SALES CHANNEL**

- 8.1. Market Snapshot
- 8.2. Global Postpartum Health Supplements Market by Sales Channel, Performance - Potential Analysis
- 8.3. Global Postpartum Health Supplements Market Estimates & Forecasts by Sales Channel 2019-2029 (USD Billion)
- 8.4. Postpartum Health Supplements Market, Sub Segment Analysis
  - 8.4.1. Online Sales Channel
  - 8.4.2. Offline Sales Channels

## **CHAPTER 9. GLOBAL POSTPARTUM HEALTH SUPPLEMENTS MARKET, REGIONAL ANALYSIS**

- 9.1. Postpartum Health Supplements Market, Regional Market Snapshot
- 9.2. North America Postpartum Health Supplements Market
  - 9.2.1. U.S. Postpartum Health Supplements Market
    - 9.2.1.1. Product Type breakdown estimates & forecasts, 2019-2029
    - 9.2.1.2. Formulations breakdown estimates & forecasts, 2019-2029
    - 9.2.1.3. Sales Channel breakdown estimates & forecasts, 2019-2029
  - 9.2.2. Canada Postpartum Health Supplements Market
- 9.3. Europe Postpartum Health Supplements Market Snapshot
  - 9.3.1. U.K. Postpartum Health Supplements Market

- 9.3.2. Germany Postpartum Health Supplements Market
- 9.3.3. France Postpartum Health Supplements Market
- 9.3.4. Spain Postpartum Health Supplements Market
- 9.3.5. Italy Postpartum Health Supplements Market
- 9.3.6. Rest of Europe Postpartum Health Supplements Market
- 9.4. Asia-Pacific Postpartum Health Supplements Market Snapshot
  - 9.4.1. China Postpartum Health Supplements Market
  - 9.4.2. India Postpartum Health Supplements Market
  - 9.4.3. Japan Postpartum Health Supplements Market
  - 9.4.4. Australia Postpartum Health Supplements Market
  - 9.4.5. South Korea Postpartum Health Supplements Market
  - 9.4.6. Rest of Asia Pacific Postpartum Health Supplements Market
- 9.5. Latin America Postpartum Health Supplements Market Snapshot
  - 9.5.1. Brazil Postpartum Health Supplements Market
  - 9.5.2. Mexico Postpartum Health Supplements Market
- 9.6. Rest of The World Postpartum Health Supplements Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. New Chapter, Inc.
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary
    - 10.2.1.5. Recent Developments
  - 10.2.2. Mama's Select
  - 10.2.3. ACTIF USA
  - 10.2.4. Nutrafol (Nutraceuticals Wellness Inc.)
  - 10.2.5. Anya
  - 10.2.6. DSM
  - 10.2.7. Pink Stork
  - 10.2.8. Mommy's Bliss Inc.
  - 10.2.9. Church & Dwight Co.
  - 10.2.10. Nordic Naturals

## **CHAPTER 11. RESEARCH PROCESS**



## 11.1. Research Process

11.1.1. Data Mining

11.1.2. Analysis

11.1.3. Market Estimation

11.1.4. Validation

11.1.5. Publishing

## 11.2. Research Attributes

## 11.3. Research Assumption

## List Of Tables

### LIST OF TABLES

- TABLE 1. Global Postpartum Health Supplements Market, report scope
- TABLE 2. Global Postpartum Health Supplements Market estimates & forecasts by Region 2019-2029 (USD Billion)
- TABLE 3. Global Postpartum Health Supplements Market estimates & forecasts by Product Type 2019-2029 (USD Billion)
- TABLE 4. Global Postpartum Health Supplements Market estimates & forecasts by Formulations 2019-2029 (USD Billion)
- TABLE 5. Global Postpartum Health Supplements Market estimates & forecasts by Sales Channel 2019-2029 (USD Billion)
- TABLE 6. Global Postpartum Health Supplements Market by segment, estimates & forecasts, 2019-2029 (USD Billion)
- TABLE 7. Global Postpartum Health Supplements Market by region, estimates & forecasts, 2019-2029 (USD Billion)
- TABLE 8. Global Postpartum Health Supplements Market by segment, estimates & forecasts, 2019-2029 (USD Billion)
- TABLE 9. Global Postpartum Health Supplements Market by region, estimates & forecasts, 2019-2029 (USD Billion)
- TABLE 10. Global Postpartum Health Supplements Market by segment, estimates & forecasts, 2019-2029 (USD Billion)
- TABLE 11. Global Postpartum Health Supplements Market by region, estimates & forecasts, 2019-2029 (USD Billion)
- TABLE 12. Global Postpartum Health Supplements Market by segment, estimates & forecasts, 2019-2029 (USD Billion)
- TABLE 13. Global Postpartum Health Supplements Market by region, estimates & forecasts, 2019-2029 (USD Billion)
- TABLE 14. Global Postpartum Health Supplements Market by segment, estimates & forecasts, 2019-2029 (USD Billion)
- TABLE 15. Global Postpartum Health Supplements Market by region, estimates & forecasts, 2019-2029 (USD Billion)
- TABLE 16. U.S. Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)
- TABLE 17. U.S. Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)
- TABLE 18. U.S. Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 19. Canada Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 20. Canada Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 21. Canada Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 22. UK Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 23. UK Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 24. UK Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 25. Germany Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 26. Germany Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 27. Germany Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 28. France Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 29. France Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 30. France Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 31. Italy Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 32. Italy Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 33. Italy Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 34. Spain Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 35. Spain Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 36. Spain Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 37. RoE Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 38. RoE Postpartum Health Supplements Market estimates & forecasts by

segment 2019-2029 (USD Billion)

TABLE 39. RoE Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 40. China Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 41. China Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 42. China Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 43. India Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 44. India Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 45. India Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 46. Japan Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 47. Japan Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 48. Japan Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 49. South Korea Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 50. South Korea Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 51. South Korea Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 52. Australia Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 53. Australia Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 54. Australia Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 55. RoAPAC Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 56. RoAPAC Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 57. RoAPAC Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 58. Brazil Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 59. Brazil Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 60. Brazil Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 61. Mexico Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 62. Mexico Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 63. Mexico Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 64. RoLA Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 65. RoLA Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 66. RoLA Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 67. Row Postpartum Health Supplements Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 68. Row Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 69. Row Postpartum Health Supplements Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 70. List of secondary sources, used in the study of global Postpartum Health Supplements Market

TABLE 71. List of primary sources, used in the study of global Postpartum Health Supplements Market

TABLE 72. Years considered for the study

TABLE 73. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Postpartum Health Supplements Market, research methodology
- FIG 2. Global Postpartum Health Supplements Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Postpartum Health Supplements Market, key trends 2021
- FIG 5. Global Postpartum Health Supplements Market, growth prospects 2022-2029
- FIG 6. Global Postpartum Health Supplements Market, porters 5 force model
- FIG 7. Global Postpartum Health Supplements Market, pest analysis
- FIG 8. Global Postpartum Health Supplements Market, value chain analysis
- FIG 9. Global Postpartum Health Supplements Market by segment, 2019 & 2029 (USD Billion)
- FIG 10. Global Postpartum Health Supplements Market by segment, 2019 & 2029 (USD Billion)
- FIG 11. Global Postpartum Health Supplements Market by segment, 2019 & 2029 (USD Billion)
- FIG 12. Global Postpartum Health Supplements Market by segment, 2019 & 2029 (USD Billion)
- FIG 13. Global Postpartum Health Supplements Market by segment, 2019 & 2029 (USD Billion)
- FIG 14. Global Postpartum Health Supplements Market, regional snapshot 2019 & 2029
- FIG 15. North America Postpartum Health Supplements Market 2019 & 2029 (USD Billion)
- FIG 16. Europe Postpartum Health Supplements Market 2019 & 2029 (USD Billion)
- FIG 17. Asia pacific Postpartum Health Supplements Market 2019 & 2029 (USD Billion)
- FIG 18. Latin America Postpartum Health Supplements Market 2019 & 2029 (USD Billion)
- FIG 19. Global Postpartum Health Supplements Market, company Market share analysis (2021)

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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