

Global Postpartum Products Market Size study, by Products Outlook (Breastfeeding Accessories, Perineal Cooling Pads, Others) by Sales Channel Outlook (Hospital Pharmacy (Inpatient), Retail Store, E-commerce, Wholesaler/Distributor, Direct Purchase) and Regional Forecasts 2022-2028

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Abstracts

Global Postpartum Products Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. Postpartum Products are the product are used immediately after the childbirth as the mother's body, including hormone levels and uterus size, returns to a non-pregnant state. Some of the products are maternity pads, mesh underwear, chux pads, large comfortable underwear, etc. The increasing in death rate for women after delivery has led the adoption of Postpartum Products across the forecast period. For Instance: as per Common Wealth Fund in 2018 there were 17 maternal deaths for every 100,000 live births in the United States. And there is 17 percent of deaths occur on the day of delivery. Also, innovation in the product and the new technologies, the adoption & demand for Postpartum Products is likely to increase the market growth during the forecast period. However, lack of freedom in the postpartum products might impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Postpartum Products market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading region across the world in terms of market share owing to the growing adoption of breastfeeding trend and presence of key market player. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate over the forecast period 2022-2028. Factors such as rising disposable income, rising consumer awareness and growing e-commerce

site would create lucrative growth prospects for the Postpartum Products market across Asia-Pacific region.

Major market player included in this report are:

Koninklijke Philips N.V.
Medela LLC
Newell Brands
Ameda
NUBY
Mayborn Group Limited
Edgewell Personal Care
Handi-craft Company (Dr. Brown's)
Artsana S.P.A
Medline

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, 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, the report shall also incorporate available 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 Products Outlook:

Breastfeeding Accessories
Perineal Cooling Pads
Others

By Sales Channel Outlook:

Hospital Pharmacy (Inpatient)
Retail Store
E-commerce
Wholesaler/Distributor
Direct Purchase

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

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Postpartum Products Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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