

Global Nursing Cups Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Nursing cups are specialized devices used by breastfeeding mothers to collect breast milk that leaks from one breast while nursing or pumping from the other. These cups are designed to be worn inside the bra, offering a discreet and hands-free solution for milk collection. Nursing cups are typically made of silicone or other safe materials and are reusable, making them a convenient and eco-friendly choice for breastfeeding mothers.

The current market size for nursing cups in 2023 is estimated at approximately USD 15 million. With a projected compound annual growth rate (CAGR) of 8.75% from 2024 to 2032, the market is expected to reach USD 28 million by the end of the forecast period. This growth can be attributed to several key factors driving the market.

One of the primary growth drivers for nursing cups is the increasing awareness and adoption of breastfeeding among new mothers. As more women recognize the benefits of breastfeeding for both the baby and the mother, the demand for related products such as nursing cups is on the rise. Additionally, the growing trend towards eco-friendly and sustainable baby products is driving the market for reusable nursing cups.

Another significant factor contributing to the market growth is the rising number of working mothers who choose to breastfeed. Nursing cups provide a convenient way for these women to collect breast milk while at work or on the go, ensuring that their babies receive the benefits of breastfeeding even when they are apart.

Furthermore, technological advancements in the design and materials used in nursing cups are also fueling market growth. Manufacturers are introducing innovative features

such as leak-proof seals, ergonomic designs, and enhanced comfort, making nursing cups more appealing to consumers.

In terms of regional market distribution, North America and Europe are currently the leading markets for nursing cups. The dominance of these regions can be attributed to higher awareness levels regarding breastfeeding benefits, greater disposable income, and a strong focus on maternal and child health. In contrast, developing regions such as Asia-Pacific and Latin America are expected to witness significant growth in the market for nursing cups due to increasing urbanization, rising birth rates, and improving healthcare infrastructure.

Despite the positive market outlook, there are some key challenges that need to be addressed. One of the main challenges facing the nursing cups market is the lack of standardization and regulation in the industry. Ensuring product safety, quality, and efficacy remains a concern for both manufacturers and consumers. Additionally, the competition from alternative products such as breast pumps and milk storage bags poses a threat to the market growth of nursing cups.

In conclusion, the market for nursing cups is poised for steady growth in the coming years, driven by factors such as increasing breastfeeding rates, eco-conscious consumer preferences, and product innovations. Manufacturers in this space should focus on product quality, safety standards, and consumer education to capitalize on the expanding market opportunities.

This report provides a deep insight into the global Nursing Cups market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Nursing Cups Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers,

consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Nursing Cups market in any manner.

Global Nursing Cups Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Philips

Pigeon

Medela

Newell Brands

Handi-Craft (Dr. Brown's Baby)

Silverette

Ameda

Inc

Pharmics (O-Cal-ette)

Lacticups

Market Segmentation (by Type)

Silicone Nursing Cups

Polypropylene Nursing Cups

Market Segmentation (by Application)

Online Sales

Offline Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Nursing Cups Market

Overview of the regional outlook of the Nursing Cups Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Nursing Cups Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Nursing Cups

1.2 Key Market Segments

1.2.1 Nursing Cups Segment by Type

1.2.2 Nursing Cups Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 NURSING CUPS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Nursing Cups Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Nursing Cups Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 NURSING CUPS MARKET COMPETITIVE LANDSCAPE

3.1 Global Nursing Cups Sales by Manufacturers (2019-2024)

3.2 Global Nursing Cups Revenue Market Share by Manufacturers (2019-2024)

3.3 Nursing Cups Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Nursing Cups Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Nursing Cups Sales Sites, Area Served, Product Type

3.6 Nursing Cups Market Competitive Situation and Trends

3.6.1 Nursing Cups Market Concentration Rate

3.6.2 Global 5 and 10 Largest Nursing Cups Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 NURSING CUPS INDUSTRY CHAIN ANALYSIS

- 4.1 Nursing Cups Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF NURSING CUPS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 NURSING CUPS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Nursing Cups Sales Market Share by Type (2019-2024)
- 6.3 Global Nursing Cups Market Size Market Share by Type (2019-2024)
- 6.4 Global Nursing Cups Price by Type (2019-2024)

7 NURSING CUPS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Nursing Cups Market Sales by Application (2019-2024)
- 7.3 Global Nursing Cups Market Size (M USD) by Application (2019-2024)
- 7.4 Global Nursing Cups Sales Growth Rate by Application (2019-2024)

8 NURSING CUPS MARKET SALES BY REGION

- 8.1 Global Nursing Cups Sales by Region
 - 8.1.1 Global Nursing Cups Sales by Region
 - 8.1.2 Global Nursing Cups Sales Market Share by Region
- 8.2 Global Nursing Cups Market Size by Region
 - 8.2.1 Global Nursing Cups Market Size by Region

8.2.2 Global Nursing Cups Market Size Market Share by Region

8.3 North America

8.3.1 North America Nursing Cups Sales by Country

8.3.2 North America Nursing Cups Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Nursing Cups Sales by Country

8.4.2 Europe Nursing Cups Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Nursing Cups Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Nursing Cups Market Size by Region

8.6.2 Asia Pacific Nursing Cups Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Nursing Cups Sales by Country

8.7.2 South America Nursing Cups Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Nursing Cups Sales by Region

8.8.2 Middle East and Africa Nursing Cups Market Size by Region

8.8.3 Saudi Arabia

8.8.4 UAE

8.8.5 Egypt

8.8.6 Nigeria

8.8.7 South Africa

9 NURSING CUPS MARKET PRODUCTION BY REGION

9.1 Global Production of Nursing Cups by Region (2019-2024)

9.2 Global Nursing Cups Revenue Market Share by Region (2019-2024)

9.3 Global Nursing Cups Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Nursing Cups Production

9.4.1 North America Nursing Cups Production Growth Rate (2019-2024)

9.4.2 North America Nursing Cups Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Nursing Cups Production

9.5.1 Europe Nursing Cups Production Growth Rate (2019-2024)

9.5.2 Europe Nursing Cups Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Nursing Cups Production (2019-2024)

9.6.1 Japan Nursing Cups Production Growth Rate (2019-2024)

9.6.2 Japan Nursing Cups Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Nursing Cups Production (2019-2024)

9.7.1 China Nursing Cups Production Growth Rate (2019-2024)

9.7.2 China Nursing Cups Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 Philips

10.1.1 Philips Nursing Cups Basic Information

10.1.2 Philips Nursing Cups Product Overview

10.1.3 Philips Nursing Cups Product Market Performance

10.1.4 Philips Business Overview

10.1.5 Philips Nursing Cups SWOT Analysis

10.1.6 Philips Recent Developments

10.2 Pigeon

10.2.1 Pigeon Nursing Cups Basic Information

10.2.2 Pigeon Nursing Cups Product Overview

10.2.3 Pigeon Nursing Cups Product Market Performance

- 10.2.4 Pigeon Business Overview
- 10.2.5 Pigeon Nursing Cups SWOT Analysis
- 10.2.6 Pigeon Recent Developments
- 10.3 Medela
 - 10.3.1 Medela Nursing Cups Basic Information
 - 10.3.2 Medela Nursing Cups Product Overview
 - 10.3.3 Medela Nursing Cups Product Market Performance
 - 10.3.4 Medela Nursing Cups SWOT Analysis
 - 10.3.5 Medela Business Overview
 - 10.3.6 Medela Recent Developments
- 10.4 Newell Brands
 - 10.4.1 Newell Brands Nursing Cups Basic Information
 - 10.4.2 Newell Brands Nursing Cups Product Overview
 - 10.4.3 Newell Brands Nursing Cups Product Market Performance
 - 10.4.4 Newell Brands Business Overview
 - 10.4.5 Newell Brands Recent Developments
- 10.5 Handi-Craft (Dr. Brown's Baby)
 - 10.5.1 Handi-Craft (Dr. Brown's Baby) Nursing Cups Basic Information
 - 10.5.2 Handi-Craft (Dr. Brown's Baby) Nursing Cups Product Overview
 - 10.5.3 Handi-Craft (Dr. Brown's Baby) Nursing Cups Product Market Performance
 - 10.5.4 Handi-Craft (Dr. Brown's Baby) Business Overview
 - 10.5.5 Handi-Craft (Dr. Brown's Baby) Recent Developments
- 10.6 Silverette
 - 10.6.1 Silverette Nursing Cups Basic Information
 - 10.6.2 Silverette Nursing Cups Product Overview
 - 10.6.3 Silverette Nursing Cups Product Market Performance
 - 10.6.4 Silverette Business Overview
 - 10.6.5 Silverette Recent Developments
- 10.7 Ameda
 - 10.7.1 Ameda Nursing Cups Basic Information
 - 10.7.2 Ameda Nursing Cups Product Overview
 - 10.7.3 Ameda Nursing Cups Product Market Performance
 - 10.7.4 Ameda Business Overview
 - 10.7.5 Ameda Recent Developments
- 10.8 Inc
 - 10.8.1 Inc Nursing Cups Basic Information
 - 10.8.2 Inc Nursing Cups Product Overview
 - 10.8.3 Inc Nursing Cups Product Market Performance
 - 10.8.4 Inc Business Overview

- 10.8.5 Inc Recent Developments
- 10.9 Pharmics (O-Cal-ette)
 - 10.9.1 Pharmics (O-Cal-ette) Nursing Cups Basic Information
 - 10.9.2 Pharmics (O-Cal-ette) Nursing Cups Product Overview
 - 10.9.3 Pharmics (O-Cal-ette) Nursing Cups Product Market Performance
 - 10.9.4 Pharmics (O-Cal-ette) Business Overview
 - 10.9.5 Pharmics (O-Cal-ette) Recent Developments
- 10.10 Laticups
 - 10.10.1 Laticups Nursing Cups Basic Information
 - 10.10.2 Laticups Nursing Cups Product Overview
 - 10.10.3 Laticups Nursing Cups Product Market Performance
 - 10.10.4 Laticups Business Overview
 - 10.10.5 Laticups Recent Developments

11 NURSING CUPS MARKET FORECAST BY REGION

- 11.1 Global Nursing Cups Market Size Forecast
- 11.2 Global Nursing Cups Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Nursing Cups Market Size Forecast by Country
 - 11.2.3 Asia Pacific Nursing Cups Market Size Forecast by Region
 - 11.2.4 South America Nursing Cups Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Nursing Cups by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Nursing Cups Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Nursing Cups by Type (2025-2032)
 - 12.1.2 Global Nursing Cups Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Nursing Cups by Type (2025-2032)
- 12.2 Global Nursing Cups Market Forecast by Application (2025-2032)
 - 12.2.1 Global Nursing Cups Sales (K Units) Forecast by Application
 - 12.2.2 Global Nursing Cups Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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