

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Nursing Bras Market 2018, Forecast to 2023

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## Abstracts

A nursing bra is a specialized brassiere that provides additional support to women who are pregnant or lactating and permits comfortable breastfeeding without the need to remove the bra. This is accomplished by specially designed bra cups that include flaps which can be opened with one hand to expose the nipple. The flap is usually held closed with a simple clasp or hook.

### SCOPE OF THE REPORT:

This report focuses on the Nursing Bras in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

The Nursing Bras industry concentration is not high; there are so many players in the world, and high-end products mainly from U.S. and Western European.

Global giant players mainly distributed in U.S. and E.U. The manufacturers in U.S. have a long history and unshakable status in this field. Manufacturers such as Bravado and Destination Maternity (Motherhood) have relative higher level of product's quality. As to Europe, Triumph has become as a global leader. In Germany, Anita leads the technology development. Most of Chinese manufactures locate in Jiangsu, Guangdong and Zhejiang province.

Many companies have several plants, usually locate in the place close to aimed consumption region.

The key consumption markets locate at developed and large new born population countries. China takes the market share of 25%, followed by Europe with 20.7%.

Companies in developing countries such as China and India, in contrast, put more effort on direct selling business. They can act as exports at the same time, and it is a common

phenomenon in this industry. As they do not have that much international brand influence, their product quality is not good enough when comparing with leading companies, however, they have price advantage. They like to expand their market share in developing countries and low-end international market.

In the Nursing Bras market, there still has a distinct feature that the online sales rate of this industry is relatively high caused by the fact that the consumers are scattered and more and more used to shopping online.

The worldwide market for Nursing Bras is expected to grow at a CAGR of roughly xx% over the next five years, will reach 1100 million US\$ in 2023, from 1100 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Bravado

Destination Maternity (Motherhood)

Triumph

La Leche League

Anita

Medela

Cake Maternity

Leading Lady

Cantaloop

Rosemadame

Senshukai

INUJIRUSHI

Wacoal (Elomi)

Sweet Mommy

Mamaway

O.C.T. Mami

Happy House

Hubo

Embry

Aimer

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Underwire Nursing Bras

Wireless Nursing Bras

Market Segment by Applications, can be divided into

Pregnant Women

## Lactating Women

There are 15 Chapters to deeply display the global Nursing Bras market.

Chapter 1, to describe Nursing Bras Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Nursing Bras, with sales, revenue, and price of Nursing Bras, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Nursing Bras, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Nursing Bras market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Nursing Bras sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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