

Global Nursing Bras Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Nursing Bras market size is expected to reach \$ 2192 million by 2032, rising at a market growth of 4.4% CAGR during the forecast period (2026-2032).

Nursing bras are specialized functional undergarments designed specifically for women during the breastfeeding period. Their key feature lies in cup designs incorporating removable nursing clips, front drop-down closures, or cross-over fastenings, enabling mothers to breastfeed or use a breast pump seamlessly without removing the bra. The fabric used offers exceptional elasticity and stretchability to accommodate the physiological changes and fluctuations in breast size during lactation. From the upstream supply chain perspective, core processes focus on spinning and weaving high-elasticity natural or synthetic fibers, as well as developing composite materials such as leak-proof absorbent pads, patented eco-friendly nursing clasps, and seamless, adhesive-free boning tapes. The midstream involves precision ergonomic pattern-making, seamless one-piece knitting, and garment assembly techniques. Downstream distribution channels include vertical specialty maternal and infant retail stores, retail outlets near major maternity hospitals, leading cross-border e-commerce platforms, and professional postpartum care centers, ultimately reaching pregnant and postpartum breastfeeding women. According to global industry data, the total global production capacity of nursing bras reached 48.5 million units in 2025, with actual global sales amounting to 39.2 million units. The weighted average retail price of nursing bras worldwide in 2025 stood at \$40.15 per piece. The global average profit margin for this niche industry currently remains stable at 18.50%.

In the future, the industrial landscape and technological evolution of the global maternity bra industry will deeply advance towards multi-scenario integration and intelligent green weaving. The core trend is to break the boundaries between traditional home-use

breastfeeding bras and outerwear-style sports bras, as well as daily commuting bras, and develop a composite all-day bra that integrates 'automatic breast milk suction, daily shaping support, and high-intensity sports protection'. At the same time, it will adopt 100% biodegradable natural bamboo pulp fibers and non-toxic natural plant dyeing techniques to meet the ultimate pursuit of low-carbon environmental protection and absolute skin safety by the new generation of young mothers. In terms of market development driving factors, the World Health Organization and the United Nations Children's Fund have continuously advocated and promoted the policy of exclusive breastfeeding for the first six months globally, which constitutes the most stable institutional market foundation for this subcategory; at the same time, the proportion of global modern professional women returning to work quickly after childbirth is increasing year by year, resulting in a rigid upgradation of the demand for efficient, invisible, and convenient breastfeeding and breast milk suction bras among back-milk mothers. Coupled with the mature big data size recommendation algorithm based on ergonomics and 3D seamless weaving technology, it completely solves the problem of inaccurate sizing in online purchases, jointly forming a powerful double helix engine that drives the continuous expansion of the overall market space for maternity bras.

This report studies the global Nursing Bras production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Nursing Bras and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Nursing Bras that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Nursing Bras total production and demand, 2021-2032, (K Units)

Global Nursing Bras total production value, 2021-2032, (USD Million)

Global Nursing Bras production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Nursing Bras consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Nursing Bras domestic production, consumption, key domestic manufacturers and share

Global Nursing Bras production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Nursing Bras production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Nursing Bras production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Nursing Bras market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Bravado Designs, Cake Maternity, Kindred Bravely, Medela, Anita Dr. Helbig, Wacoal Holdings, Triumph International, Hanesbrands, Hotmilk Lingerie, Carriwell, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Nursing Bras market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Nursing Bras Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Nursing Bras Market, Segmentation by Type:

Underwire Nursing Bras

Wireless Nursing Bras

Global Nursing Bras Market, Segmentation by Nursing Access Type:

Drop Cup Nursing Bras

Front Button Nursing Bras

Wrap Over Cross Nursing Bras

Global Nursing Bras Market, Segmentation by Functional Scenario:

Everyday Comfort Nursing Bras

Hands Free Pumping Bras

Sleep Maternity Bras

Active Sports Nursing Bras

Global Nursing Bras Market, Segmentation by Application:

Pregnant Women

Lactating Women

Companies Profiled:

Bravado Designs

Cake Maternity

Kindred Bravely

Medela

Anita Dr. Helbig

Wacoal Holdings

Triumph International

Hanesbrands

Hotmilk Lingerie

Carriwell

Cache Coeur

Aimer

PurCotton

October Crystal

Springbuds

Seraphine

Hatch Collection

Motherhood Maternity

Noppies

Mamaway

Key Questions Answered:

1. How big is the global Nursing Bras market?
2. What is the demand of the global Nursing Bras market?
3. What is the year over year growth of the global Nursing Bras market?
4. What is the production and production value of the global Nursing Bras market?
5. Who are the key producers in the global Nursing Bras market?
6. What are the growth factors driving the market demand?

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