

Breast Pads Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Breast Pads Market, valued at USD 184.7 million in 2023, is projected to grow at a steady 4.7% CAGR from 2024 to 2032. Breast pads, also known as nursing pads or breast shields, are essential products for breastfeeding mothers, designed to absorb excess breast milk and prevent leaks between nursing sessions. They promote comfort, hygiene, and discretion, making them a vital accessory for new mothers. These pads come in various options, including reusable, disposable, silicone, and hydrogel, catering to diverse needs and preferences. As more mothers choose to breastfeed, the demand for breast pads has surged.

At the same time, the growing consumer shift toward eco-friendly, sustainable, and organic products is transforming the market. Reusable breast pads, often made from organic materials like cotton and bamboo, are increasingly popular as they align with environmentally conscious practices. This shift supports market expansion, driven by parents prioritizing sustainability alongside functionality. Based on product type, reusable breast pads held the largest share in 2023, with a revenue of USD 79.6 million, and are expected to see significant growth.

Rising environmental awareness is pushing consumers toward sustainable options. Reusable breast pads offer a long term cost-effective solution compared to disposable alternatives, as they can be washed and reused multiple times, reducing waste and aligning with eco-friendly consumer behavior. The market's distribution channels are segmented into retail, wholesale, and e-commerce. Retail channels dominated in 2023 with a market share of 55.3%, benefiting from broad accessibility through various outlets.

Retail stores typically feature a wide selection of breast pad types, catering to consumers' preference for hands-on shopping and immediate purchase options. E-commerce platforms are also gaining traction, offering convenience and a vast selection of brands and eco-friendly options that appeal to today's busy parents. The U.S. breast

pads market was worth USD 56.5 million in 2023 and is projected to continue experiencing growth. The U.S. benefits from an extensive retail network, including supermarkets, specialty and convenience stores, and online channels, which ensures high product availability.

Higher disposable incomes in the U.S. also encourage consumers to invest in premium, convenience-oriented products, further stimulating market growth. Overall, the breast pads market is set to expand as demand grows for versatile, sustainable breastfeeding solutions. Increasing awareness around eco-friendly products, coupled with a robust retail infrastructure and rising income levels, is creating a favorable landscape for breast pad manufacturers globally.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates & calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Increasing awareness and demand for breastfeeding among new mothers
 - 3.2.1.2 Increasing global women employment rates
 - 3.2.1.3 Presence of government initiatives aimed at improving consumer awareness levels
 - 3.2.1.4 Growing popularity of natural feeding
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Lack of awareness about various breastfeeding hygiene products
- 3.3 Growth potential analysis
- 3.4 Technological landscape
- 3.5 Regulatory landscape
- 3.6 Porter's analysis
- 3.7 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company matrix analysis
- 4.3 Competitive dashboard
- 4.4 Vendor matrix analysis
- 4.5 Competitive analysis of major market players
- 4.6 Competitive positioning matrix
- 4.7 Strategy outlook matrix

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY TYPE, 2018 – 2032 (\$ MN, UNITS)

- 5.1 Key trends
- 5.2 Reusable
- 5.3 Disposable
- 5.4 Hydrogel
- 5.5 Silicone

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY DISTRIBUTION CHANNEL, 2018 – 2032 (\$ MN)

- 6.1 Key trends
- 6.2 Retail
- 6.3 Wholesale
- 6.4 E-commerce

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY REGION, 2018 – 2032 (\$ MN, UNITS)

- 7.1 Key trends
- 7.2 North America
 - 7.2.1 U.S.
 - 7.2.2 Canada
- 7.3 Europe
 - 7.3.1 Germany
 - 7.3.2 UK
 - 7.3.3 France

7.3.4 Spain

7.3.5 Italy

7.3.6 Poland

7.3.7 Switzerland

7.3.8 Norway

7.3.9 Finland

7.3.10 Sweden

7.3.11 Denmark

7.3.12 Netherlands

7.4 Asia Pacific

7.4.1 China

7.4.2 Japan

7.4.3 India

7.4.4 Australia

7.4.5 South Korea

7.4.6 New Zealand

7.4.7 Vietnam

7.4.8 Indonesia

7.5 Latin America

7.5.1 Brazil

7.5.2 Mexico

7.5.3 Argentina

7.5.4 Colombia

7.5.5 Chile

7.6 Middle East and Africa

7.6.1 South Africa

7.6.2 Saudi Arabia

7.6.3 UAE

7.6.4 Turkey

CHAPTER 8 COMPANY PROFILES

8.1 Ameda

8.2 Cache Coeur

8.3 Cardinal Health

8.4 Johnson & Johnson

8.5 KINDRED BRAVELY

8.6 Koninklijke Philips

8.7 LatchPad (daLAIT)

8.8 LilyPadz

8.9 Medela

8.10 Medline Industries

8.11 MOOGCO

8.12 Newell Brands (NUK USA)

8.13 Pigeon Corporation

8.14 Yoboo

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