

# **Breastfeeding Accessories Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

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## **Abstracts**

The Global Breastfeeding Accessories Market, valued at USD 1.4 billion in 2024, is projected to expand at a 9% CAGR from 2025 to 2034. These accessories encompass a variety of tools and products designed to support mothers in providing breast milk to their infants, improving convenience, comfort, and efficiency.

The market is driven by growing awareness of breastfeeding's benefits, bolstered by government and non-government campaigns, hospital initiatives, and educational programs promoting breastfeeding practices. Increased focus on maternal and infant health is encouraging the adoption of breastfeeding tools globally. Furthermore, insurance coverage and reimbursement policies for breastfeeding equipment in developed regions play a vital role in fostering market growth. These measures significantly enhance access to breastfeeding accessories, making them more accessible and affordable for mothers.

By product type, the market includes breast milk bottles, storage bags, nipple shields, nursing pads, cleaning products, and other related items. Among these, breast milk bottles generated the highest revenue of USD 314.1 million in 2024 and are anticipated to experience substantial growth. These bottles enable convenient storage of milk, maintaining optimal temperatures and facilitating feeding for working mothers. Their variety in capacities and designs further enhances their appeal, driving consumer preference and market expansion. The increasing number of working mothers and heightened awareness of breastfeeding benefits also contribute to the rising demand for breast milk bottles.

In terms of application, the market is divided into personal-use and hospital-grade

accessories. The hospital-grade segment accounted for the largest share, holding 84.6% of the market in 2024. These products are designed for frequent use in shared settings and provide superior durability, suction strength, and sterilization features. Their effectiveness in addressing breastfeeding challenges, such as low milk supply or latching difficulties, makes them indispensable in healthcare facilities and lactation centers. Hospitals' focus on breastfeeding support and advocacy initiatives further fuel the demand for these high-quality products.

The U.S. market is expected to witness robust growth, driven by an increasing number of women returning to work after childbirth. This has created a heightened need for breastfeeding solutions that allow mothers to manage their careers without compromising on infant nutrition. Products such as breast pumps, hands-free devices, and portable milk storage options are gaining popularity for their convenience and efficiency, aligning with the fast-paced lifestyles of working mothers. This trend underscores the growing demand for innovative and practical breastfeeding accessories.

## Contents

### Report Content

#### **CHAPTER 1 METHODOLOGY AND SCOPE**

- 1.1 Market scope and definitions
- 1.2 Research design
  - 1.2.1 Research approach
  - 1.2.2 Data collection methods
- 1.3 Base estimates and 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 Growing awareness regarding breastfeeding along with increasing breastfeeding rate in developed countries
    - 3.2.1.2 Favorable policies promoting breastfeeding in developing countries
    - 3.2.1.3 Increasing number of working mothers in India, Brazil, and other developing countries
    - 3.2.1.4 Growing population base in emerging countries
  - 3.2.2 Industry pitfalls and challenges
    - 3.2.2.1 High cost associated with breastfeeding accessories
    - 3.2.2.2 Adoption of breastmilk substitutes in developed economies
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Technological landscape

- 3.6 Future market trends
- 3.7 Gap analysis
- 3.8 Pricing analysis, 2024
- 3.9 Porter's analysis
- 3.10 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

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

## **CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY PRODUCT, 2021 – 2034 (\$ MN)**

- 5.1 Key trends
- 5.2 Breast milk bottles
- 5.3 Breast milk storage bags
- 5.4 Sore nipple cream
- 5.5 Nursing pads
- 5.6 Cleaning products
- 5.7 Nipple shields
- 5.8 Breast shells
- 5.9 Other products

## **CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY APPLICATION, 2021 – 2034 (\$ MN)**

- 6.1 Key trends
- 6.2 Hospital grade
- 6.3 Personal use

## **CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2034 (\$ MN)**

- 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

## 7.4 Asia Pacific

### 7.4.1 China

### 7.4.2 India

### 7.4.3 Japan

### 7.4.4 Australia

### 7.4.5 South Korea

### 7.4.6 Thailand

### 7.4.7 Singapore

## 7.5 Latin America

### 7.5.1 Brazil

### 7.5.2 Mexico

## 7.6 Middle East and Africa

### 7.6.1 Saudi Arabia

### 7.6.2 South Africa

## CHAPTER 8 COMPANY PROFILES

### 8.1 Acute Ideas

### 8.2 Ameda

### 8.3 Ardo Medical

### 8.4 Artsana

### 8.5 Bailey Medical

### 8.6 Frank Buettner

### 8.7 Hygeia Medical Group

### 8.8 KaWeCo

### 8.9 Koninklijke Philips

### 8.10 Linco Baby Merchandise Works

### 8.11 Mayborn Group

### 8.12 Medela

### 8.13 NUK

## 8.14 Pigeon

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