

Nursing Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Nursing Products Market was valued at USD 5.8 billion in 2024 and is estimated to grow at a CAGR of 8.4% to reach USD 12.8 billion by 2034. This notable growth is fueled by a combination of rising consumer awareness, improvements in maternal health education, and the increasing recognition of the comfort and convenience nursing products provide to new mothers. As modern lifestyles continue to evolve, especially among working parents, there is a growing need for products that support flexible and efficient breastfeeding. With more parents turning to reliable nursing solutions, the market is benefiting from a surge in demand for technologically enhanced and user-friendly products designed to simplify nursing and postpartum care.

The expanding interest in the health benefits of breastfeeding for both infants and mothers is another key factor driving this market forward. With increasing knowledge around maternal wellness and child nutrition, families are becoming more proactive in selecting products that promote safe and practical recovery during and after childbirth. The convenience and efficiency of modern nursing aids make them attractive to today's parents, who often juggle caregiving with professional responsibilities. Many mothers are now seeking smart, portable solutions that not only save time but also enhance comfort and promote consistent milk expression. At the same time, new product innovations tailored to specific user needs continue to flood the market, strengthening consumer trust and satisfaction. As digital integration grows in medical and health-related products, many nursing solutions now offer features like app connectivity and real-time monitoring, offering mothers more control and insight over their breastfeeding routines.

The rise of e-commerce has further accelerated the availability and accessibility of nursing products. Online platforms provide a wide range of options, fast delivery, and

product recommendations that cater to the individual needs of new parents. This ease of shopping from home is especially valuable during the demanding postpartum period. Consumers are increasingly drawn to the flexibility and product variety offered by digital channels, reinforcing the shift toward online purchasing behavior. The visibility of product reviews, detailed descriptions, and fast customer service contribute to the growing popularity of online shopping for maternity and baby care items.

Nursing products cover a diverse set of items that assist mothers during pregnancy and post-delivery. These include breastfeeding aids, nursing wear, hygiene items, and postpartum recovery tools. In 2024, the breastfeeding aids segment dominated the market, generating USD 5.8 billion in revenue. Products designed to support breastfeeding are particularly favored by mothers who are unable to nurse directly or return to work shortly after childbirth. Items in this category are valued for their ease of use, portability, and the convenience they provide in managing feeding schedules. Advances in design and functionality have improved performance and reduced noise, making these aids more practical for everyday use.

In terms of usability, the market is segmented into reusable and disposable products. The reusable segment held a 66.4% share in 2024, driven by consumer preference for sustainable, cost-effective options. Many nursing items, such as washable pads and accessories, appeal to eco-conscious buyers who seek long-term value and reduced environmental impact. The shift toward reusable nursing solutions reflects a broader trend in consumer behavior, where people prioritize both environmental and personal health benefits.

By distribution channel, the market is divided between pharmacies and retail stores and e-commerce platforms. Pharmacies and retail stores led the market with a value of USD 4.3 billion in 2024 and are projected to expand at a 7.9% CAGR from 2025 to 2034. Physical retail spaces continue to be preferred by many consumers due to the ability to physically evaluate products and receive professional advice. These outlets remain central to consumer trust and product visibility, especially for those seeking immediate access to essential items.

In the United States, the nursing products market was valued at USD 2.1 billion in 2024. It is experiencing strong momentum, largely driven by growing awareness around breastfeeding benefits and a rising number of working mothers who require reliable nursing support. Supportive policies and broader access to essential nursing tools are helping boost product adoption. Additionally, manufacturers are focused on enhancing

product performance and user experience, leading to greater interest in innovative, wearable, and app-connected nursing devices that align with modern lifestyle demands.

Key companies in the space are investing heavily in product development, prioritizing user comfort, ease of use, and smart technology integration. As demand continues to climb, the market is well-positioned for sustained growth through the forecast period.

Companies Mentioned

Bamboobies, Cake Maternity, Dr. Brown's, Elvie, Frida Mom, Haakaa, Kindred Bravelly, Lansinoh, Medela, Motif Medical, Motherhood Maternity, NatureBond, Philips Avent, Spectra, Willow

Contents

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 Rising demand for convenient and comfortable nursing products
 - 3.2.1.2 Growth in working mothers adopting breastfeeding aids
 - 3.2.1.3 Expanding e-commerce platforms for product accessibility
 - 3.2.1.4 Innovations in breastfeeding aids and nursing wear
 - 3.2.2 Industry pitfalls and challenges
 - 3.2.2.1 Cultural stigma in certain regions towards breastfeeding in public
 - 3.2.2.2 Limited awareness in underdeveloped regions
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Trump administration tariffs
 - 3.5.1 Impact on trade
 - 3.5.1.1 Trade volume disruptions
 - 3.5.1.2 Country-wise response
 - 3.5.2 Impact on the industry

- 3.5.2.1 Supply-side impact (Cost of manufacturing)
 - 3.5.2.1.1 Price volatility in key materials
 - 3.5.2.1.2 Supply chain restructuring
 - 3.5.2.1.3 Production cost implications
- 3.5.2.2 Demand-side impact (Cost to consumers)
 - 3.5.2.2.1 Price transmission to end markets
 - 3.5.2.2.2 Market share dynamics
 - 3.5.2.2.3 Consumer response patterns
- 3.5.3 Key companies impacted
- 3.5.4 Strategic industry responses
 - 3.5.4.1 Supply chain reconfiguration
 - 3.5.4.2 Pricing and product strategies
 - 3.5.4.3 Policy engagement
- 3.5.5 Outlook and future considerations
- 3.6 Consumer behavior analysis
- 3.7 Technology landscape
- 3.8 Gap analysis
- 3.9 Porter's analysis
- 3.10 PESTEL analysis
- 3.11 Value chain analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company matrix analysis
- 4.3 Company market share 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 TYPE, 2021 - 2034 (\$ MN)

- 5.1 Key trends
- 5.2 Breastfeeding aids
 - 5.2.1 Breast pumps
 - 5.2.2 Nipple shields
 - 5.2.3 Other breastfeeding aids
- 5.3 Maternity and nursing wear

5.4 Hygiene and sanitation

5.5 Postpartum recovery

5.5.1 Postpartum belly bands and shapewear

5.5.2 Perineal cooling pads

5.5.3 Postpartum pain relief sprays

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY USABILITY, 2021 - 2034 (\$ MN)

6.1 Key trends

6.2 Reusable

6.3 Disposable

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2034 (\$ MN)

7.1 Key trends

7.2 Pharmacies and retail stores

7.3 E-commerce

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY END USE, 2021 - 2034 (\$ MN)

8.1 Key trends

8.2 Homecare settings

8.3 Hospitals and clinics

8.4 Other end use

CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 - 2034 (\$ MN)

9.1 Key trends

9.2 North America

9.2.1 U.S.

9.2.2 Canada

9.3 Europe

9.3.1 Germany

9.3.2 UK

9.3.3 France

- 9.3.4 Spain
- 9.3.5 Italy
- 9.3.6 Netherlands
- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 Japan
 - 9.4.3 India
 - 9.4.4 Australia
 - 9.4.5 South Korea
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
 - 9.5.3 Argentina
- 9.6 Middle East and Africa
 - 9.6.1 South Africa
 - 9.6.2 Saudi Arabia
 - 9.6.3 UAE

CHAPTER 10 COMPANY PROFILES

- 10.1 Bamboobies
- 10.2 Cake Maternity
- 10.3 Dr. Brown's
- 10.4 Elvie
- 10.5 Frida Mom
- 10.6 Haakaa
- 10.7 Kindred Bravely
- 10.8 Lansinoh
- 10.9 Medela
- 10.10 Motif Medical
- 10.11 Motherhood Maternity
- 10.12 NatureBond
- 10.13 Philips Avent
- 10.14 Spectra
- 10.15 Willow

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