

# Asia Pacific Breastfeeding Accessories Market Size, Share & Trends Analysis Report By Product (Breastmilk Storage & Feeding, Postpartum Recovery Accessories), By Country, And Segment Forecasts, 2024 - 2030

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## Abstracts

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### Asia Pacific Breastfeeding Accessories Market Growth & Trends

The Asia Pacific breastfeeding accessories market is estimated to reach USD 1.66 billion by 2030 and is projected to grow at a CAGR of 6.40% from 2024 to 2030, according to a new report by Grand View Research, Inc. The market growth can be accredited to an increasing women's employment rate is expected to surge the demand for breastfeeding accessories, thereby propelling the market growth. For instance, as per a report by National Bureau of Statistics revealed that, as of 2022, in China there were 320 million women in employment, making up 43.2 percent of the workforce. Working women are more likely to purchase breastfeeding accessories, thus, with a surge in the women's employment rate, the market is expected to grow over the forecast period.

In various countries across the Asia Pacific, there's an evolving cultural acceptance of breastfeeding in public spaces. This shift, along with the popularity of sharing breastfeeding experiences on social media platforms, has boosted the need for accessories that allow for discreet and effortless breastfeeding. In addition, healthcare experts and organizations are supporting for exclusive breastfeeding during the first six months of a baby's life, further driving the demand for essential breastfeeding aids like nipple shields, nursing pads, and cleaning supplies. Furthermore, the region's economic

growth and rising disposable incomes enable families to purchase breastfeeding accessories, fueling the market's expansion. With higher incomes, parents can opt for premium, high-grade products that provide enhanced safety and convenience.

Many market players are initiating strategies such as product launches, partnerships, collaboration, and awareness campaigns to expand their reach. For instance, various market players such as Medela LLC and Laura & Co. are increasing awareness among the target population by arranging programs and distributing magazines. Thus, the aforementioned factors may help the market grow over the forecast period.

### Asia Pacific Breastfeeding Accessories Market Report Highlights

The breastmilk storage and feeding segment led the market with the largest revenue share of 19.01% in 2023, owing to an increase in the women's employment rate

The postpartum recovery accessories segment is expected to register at the fastest CAGR over the forecast period. An increase in the number of births is anticipated to have a significant impact on the use of postpartum recovery accessories

India accounted for the largest revenue share in 2023, owing to the presence of a large target population and an increase in the birth rate

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
- 1.3. Research Methodology
- 1.4. Information Procurement
  - 1.4.1. Purchased Database
  - 1.4.2. GVR's Internal Database
- 1.5. Details of primary research
  - 1.5.1. Data for primary interviews in North America
  - 1.5.2. Data for primary interviews in Europe
  - 1.5.3. Data for primary interviews in Asia Pacific
  - 1.5.4. Data for primary interviews in Latin America
  - 1.5.5. Data for Primary interviews in MEA
- 1.6. Market Formulation & Validation
- 1.7. Model Details
  - 1.7.1. Commodity flow analysis (Model 1)
    - 1.7.1.1. Approach 1: Commodity flow approach
  - 1.7.2. Volume price analysis (Model 2)
    - 1.7.2.1. Approach 2: Volume price analysis
- 1.8. Research Scope and Assumptions
  - 1.8.1. List of Secondary Sources
  - 1.8.2. List of Primary Sources
  - 1.8.3. Objectives

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

### CHAPTER 3. ASIA PACIFIC BREASTFEEDING ACCESSORIES MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent Market Outlook
  - 3.1.2. Related/Ancillary Market Outlook

## 3.2. Market Dynamics

### 3.2.1. Market Drivers Analysis

- 3.2.1.1. Surge in women employment rates.
- 3.2.1.2. Growing awareness about the breastfeeding accessories
- 3.2.1.3. Increasing number of milk banks
- 3.2.1.4. Presence of favorable demographics

### 3.2.2. Market Restraints Analysis

- 3.2.2.1. Adoption of breastmilk substitute

## 3.3. Breastfeeding Accessories Market Analysis Tools

### 3.3.1. Porter's Analysis

- 3.3.1.1. Bargaining power of the suppliers
- 3.3.1.2. Bargaining power of the buyers
- 3.3.1.3. Threats of substitution
- 3.3.1.4. Threats from new entrants
- 3.3.1.5. Competitive rivalry

### 3.3.2. PESTEL Analysis

- 3.3.2.1. Political landscape
- 3.3.2.2. Economic and Social landscape
- 3.3.2.3. Technological landscape
- 3.3.2.4. Environmental landscape
- 3.3.2.5. Legal landscape

## **CHAPTER 4. ASIA PACIFIC BREASTFEEDING ACCESSORIES MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

### 4.1. Segment Dashboard

### 4.2. Breastfeeding Accessories Market: Product Movement Analysis, 2023 & 2030 (USD Million)

### 4.3. Nipple Care Products

#### 4.3.1. Nipple Care Products Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

### 4.4. Breast Shells

#### 4.4.1. Breast Shells Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

### 4.5. Breast Pads

#### 4.5.1. Breast Pads Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

### 4.6. Breastmilk Preparation and Cleaning Products

#### 4.6.1. Breastmilk Preparation and Cleaning Products Market Revenue Estimates and

Forecasts, 2018 - 2030 (USD Million)

#### 4.7. Breastmilk Storage & Feeding

4.7.1. Breastmilk Storage & Feeding Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 4.7.2. Coolers

4.7.2.1. Coolers Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 4.7.3. Others

4.7.3.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

#### 4.8. Perineal Cooling Pads

4.8.1. Perineal Cooling Pads Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

#### 4.9. Breast Heating Pads

4.9.1. Breast Heating Pads Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

#### 4.10. Breast Cooling Pads

4.10.1. Breast Cooling Pads Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

#### 4.11. Baby Weighing Scales

4.11.1. Baby Weighing Scales Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

#### 4.12. Maternity/Nursing bras

4.12.1. Maternity/Nursing bras Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

#### 4.13. Nursing Tank Tops

4.13.1. Nursing Tank Tops Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

#### 4.14. Lactation Massager

4.14.1. Lactation Massager Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

#### 4.15. Breast Pump Carry/Tote Bags

4.15.1. Breast Pump Carry/Tote Bags Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

#### 4.16. Postpartum Recovery Accessories

4.16.1. Postpartum Recovery Accessories Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

##### 4.16.2. Disposable Gowns

4.16.2.1. Disposable Gowns Market Revenue Estimates and Forecasts, 2018 - 2030 (USD Million)

#### 4.16.3. Nursing Pillow

4.16.3.1. Nursing Pillow Market Revenue Estimates and Forecasts, 2018 - 2030  
(USD Million)

#### 4.16.4. Others

4.16.4.1. Others Market Revenue Estimates and Forecasts, 2018 - 2030 (USD  
Million)

## **CHAPTER 5. BREASTFEEDING ACCESSORIES MARKET: COUNTRY ESTIMATES & TREND ANALYSIS**

5.1. Breastfeeding Accessories Market Share, By Country, 2023 & 2030 (USD Million)

### 5.2. Asia Pacific

5.2.1. Asia Pacific Breastfeeding Accessories Market Estimates and Forecasts, 2018 -  
2030 (USD Million)

#### 5.2.2. China

5.2.2.1. Key Country Dynamics

5.2.2.2. Regulatory Landscape/Reimbursement Scenario

5.2.2.3. Competitive Insights

5.2.2.4. China Breastfeeding Accessories Market Estimates and Forecasts, 2018 -  
2030 (USD Million)

#### 5.2.3. Japan

5.2.3.1. Key Country Dynamics

5.2.3.2. Regulatory Landscape/Reimbursement Scenario

5.2.3.3. Competitive Insights

5.2.3.4. Japan Breastfeeding Accessories Market Estimates and Forecasts, 2018 -  
2030 (USD Million)

#### 5.2.4. India

5.2.4.1. Key Country Dynamics

5.2.4.2. Regulatory Landscape/Reimbursement Scenario

5.2.4.3. Competitive Insights

5.2.4.4. India Breastfeeding Accessories Market Estimates and Forecasts, 2018 -  
2030 (USD Million)

#### 5.2.5. South Korea

5.2.5.1. Key Country Dynamics

5.2.5.2. Regulatory Landscape/Reimbursement Scenario

5.2.5.3. Competitive Insights

5.2.5.4. South Korea Breastfeeding Accessories Market Estimates and Forecasts,  
2018 - 2030 (USD Million)

#### 5.2.6. Australia

- 5.2.6.1. Key Country Dynamics
- 5.2.6.2. Regulatory Landscape/Reimbursement Scenario
- 5.2.6.3. Competitive Insights
- 5.2.6.4. Australia Breastfeeding Accessories Market Estimates and Forecasts, 2018 - 2030 (USD Million)
- 5.2.7. Thailand
  - 5.2.7.1. Key Country Dynamics
  - 5.2.7.2. Regulatory Landscape/Reimbursement Scenario
  - 5.2.7.3. Competitive Insights
  - 5.2.7.4. Thailand Breastfeeding Accessories Market Estimates and Forecasts, 2018 - 2030 (USD Million)

## **CHAPTER 6. COMPETITIVE LANDSCAPE**

- 6.1. Recent Developments & Impact Analysis by Key Market Participants
- 6.2. Company Categorization
- 6.3. Company Market Share Analysis
- 6.4. Company Heat Map Analysis
- 6.5. Strategy Mapping
  - 6.5.1. Expansion
  - 6.5.2. Mergers & Acquisition
  - 6.5.3. Partnerships & Collaborations
  - 6.5.4. New Product Launches
  - 6.5.5. Research And Development
  - 6.5.6. Company Profiles
  - 6.5.7. Medela AG
    - 6.5.7.1. Participant's Overview
    - 6.5.7.2. Financial Performance
    - 6.5.7.3. Product Benchmarking
    - 6.5.7.4. Recent Developments
  - 6.5.8. Ameda Inc.
    - 6.5.8.1. Participant's Overview
    - 6.5.8.2. Financial Performance
    - 6.5.8.3. Product Benchmarking
    - 6.5.8.4. Recent Developments
  - 6.5.9. Koninklijke Philips N.V.
    - 6.5.9.1. Participant's Overview
    - 6.5.9.2. Financial Performance
    - 6.5.9.3. Product Benchmarking

- 6.5.9.4. Recent Developments
- 6.5.10. Pigeon Corporation
  - 6.5.10.1. Participant's Overview
  - 6.5.10.2. Financial Performance
  - 6.5.10.3. Product Benchmarking
  - 6.5.10.4. Recent Developments
- 6.5.11. Spectra Baby
  - 6.5.11.1. Participant's Overview
  - 6.5.11.2. Financial Performance
  - 6.5.11.3. Product Benchmarking
  - 6.5.11.4. Recent Developments
- 6.5.12. Lavie Mom
  - 6.5.12.1. Participant's Overview
  - 6.5.12.2. Financial Performance
  - 6.5.12.3. Product Benchmarking
  - 6.5.12.4. Recent Developments
- 6.5.13. Motif Medical
  - 6.5.13.1. Participant's Overview
  - 6.5.13.2. Financial Performance
  - 6.5.13.3. Product Benchmarking
  - 6.5.13.4. Recent Developments
- 6.5.14. Mayborn Group Limited
  - 6.5.14.1. Participant's Overview
  - 6.5.14.2. Financial Performance
  - 6.5.14.3. Product Benchmarking
  - 6.5.14.4. Recent Developments



## List Of Tables

### LIST OF TABLES

Table 1 List of abbreviation

Table 2 Asia Pacific breastfeeding accessories market, by region, 2018 - 2030 (USD Million)

Table 3 Asia Pacific breastfeeding accessories market, by product, 2018 - 2030 (USD Million)

Table 4 China breastfeeding accessories market, by product, 2018 - 2030 (USD Million)

Table 5 Japan breastfeeding accessories market, by product, 2018 - 2030 (USD Million)

Table 6 India breastfeeding accessories market, by product, 2018 - 2030 (USD Million)

Table 7 South Korea breastfeeding accessories market, by product, 2018 - 2030 (USD Million)

Table 8 Australia breastfeeding accessories market, by product, 2018 - 2030 (USD Million)

Table 9 Thailand breastfeeding accessories market, by product, 2018 - 2030 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Asia Pacific breastfeeding accessories market segmentation
- Fig. 2 Asia Pacific breastfeeding accessories technology landscape
- Fig. 3 Information procurement
- Fig. 4 Data analysis models
- Fig. 5 Market formulation and validation
- Fig. 6 Data validating & publishing
- Fig. 7 Market snapshot
- Fig. 8 Segment snapshot (1/2)
- Fig. 9 Segment snapshot (2/2)
- Fig. 10 Competitive landscape snapshot
- Fig. 11 Asia Pacific breastfeeding accessories - market size and growth prospects (USD Million)
- Fig. 12 Asia Pacific breastfeeding accessories market: industry value chain analysis
- Fig. 13 Asia Pacific breastfeeding accessories market: market dynamics
- Fig. 14 Asia Pacific breastfeeding accessories market: PORTER's analysis
- Fig. 15 Asia Pacific breastfeeding accessories market: PESTEL analysis
- Fig. 16 Asia Pacific breastfeeding accessories market share by product, 2023 & 2030 (USD Million)
- Fig. 17 Asia Pacific breastfeeding accessories market, by product: market share, 2023 & 2030
- Fig. 18 Nipple care market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)
- Fig. 19 Breast shells market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)
- Fig. 20 Breast pads market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)
- Fig. 21 Breastmilk preparation & cleaning products market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)
- Fig. 22 Breastmilk storage & feeding market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)
- Fig. 23 Coolers market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)
- Fig. 24 Others market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)
- Fig. 25 Perineal cooling pads market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)
- Fig. 26 Breast heating pads market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)
- Fig. 27 Breast cooling pads market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)

Million)

Fig. 28 Baby weighing scales market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)

Fig. 29 Maternity/nursing bras market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)

Fig. 30 Nursing tank tops market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)

Fig. 31 Lactation massager market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)

Fig. 32 Breast pump carry/tote market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)

Fig. 33 Postpartum recovery accessories market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)

Fig. 34 Disposable gowns market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)

Fig. 35 Nursing pillow market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)

Fig. 36 Others market estimates & forecasts, 2018 - 2030 (Revenue, USD Million)

Fig. 37 Asia Pacific breastfeeding accessories market revenue, by country, 2023 & 2030 (USD Million)

Fig. 38 Country marketplace: key takeaways

Fig. 39 Country marketplace: key takeaways

Fig. 40 Asia Pacific breastfeeding accessories market estimates and forecast, 2018 - 2030 (USD Million)

Fig. 41 China breastfeeding accessories market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 42 Japan breastfeeding accessories market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 43 India breastfeeding accessories market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 44 South Korea breastfeeding accessories market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 45 Australia breastfeeding accessories market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 46 Thailand breastfeeding accessories market estimates and forecasts, 2018 - 2030 (USD Million)

Fig. 47 Key company categorization

Fig. 48 Company market positioning

Fig. 49 Key company market share analysis, 2023

Fig. 50 Strategic framework

## I would like to order

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