

Breast Pads Market Size, Share & Trends Analysis Report By Type (Reusable, Disposable), By Distribution Channel (Retail, Wholesale, E-commerce), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Breast Pads Market Growth & Trends

The global breast pads market size is expected to reach USD 119.8 million by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 4.1% from 2022 to 2030. Rising breastfeeding rates are driving the market. These products assist pregnant women in dealing with the leakage problems that occur during breastfeeding. Moreover, increasing global women's employment rates have led to an increase in demand for accessible baby care products, such as nursing breast pads. The rise in the number of working women throughout the world has resulted in an increase in the number of dual-income homes. This has resulted in an increase in average family income, which is likely to fuel the expansion of the worldwide infant care products market, which also includes the global market for nursing breast pads.

The market's top rivals are focusing on upgrading their product portfolios in order to broaden their consumer base since most customers choose new technologies and items with enhanced features. Because sanitation and comfort are the two fundamental factors that customers evaluate when purchasing intimate clothes or products that come into direct contact with the skin, important rivals are focusing on the development of more sanitary and user-friendly nursing breast pads.

For instance, Lansinoh introduced a new style of nursing breast pad called the Lansinoh

Ultimate Protection Nursing Pad, which is meant to be effective while remaining undetectable from the outer clothing. Lansinoh Ultimate Protection Nursing Pads include a comfortable lining with air spaces. A blue square with an InvisiLock Core is also present beneath the lining, capturing and dispersing moisture away from the center, resulting in a dry and comfortable fit. Furthermore, because it retains 20 times its weight in liquid, this technique assures that the pad does not leak. Hence, such developments are fueling the market growth.

The key evolving market trends driving the market for breast pads are:

New product launches with improved technologies

Rising popularity of ultra-thin washable nursing breast pads

Presence of numerous social media platforms

Breast Pads Market Report Highlights

By type, the reusable segment held the largest revenue share of over 40.0% in 2021 due to the high adoption owing to several benefits offered such as cost-effectiveness and ventilation as compared to disposable, silicone, and hydrogel pads

In terms of distribution channel, the e-commerce segment is expected to witness the fastest growth in the forecast period owing to the wide availability of breast pads on various e-commerce platforms

Asia Pacific dominated the market with a revenue share of over 30.0% in 2021 owing to the rising awareness level, coupled with the presence of a large population in this region

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