

# **Breast Shells Market Size, Share & Trends Analysis Report By Sales Channel (Hospital Pharmacy (Inpatient), Retail Store, E-commerce, Wholesaler/Distributor, Direct Purchase), By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Breast Shells Market Growth & Trends**

The global breast shells market size is expected to reach USD 91.31 million by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 3.61% from 2022 to 2030. Rising breastfeeding rates are fueling the market growth. These products help pregnant women manage the leaking issues that arise during nursing. Additionally, rising levels of employment for women worldwide have increased the demand for easily accessible baby care items such as nursing breast shells. The surge in the number of working women across the globe has resulted in an escalation in the number of dual-income homes. This has resulted in an upsurge in average family income, which is expected to fuel the expansion of post-partum care products.

Since the majority of consumers choose new technologies and products with improved features, the market's leading competitors are focusing on upgrading their product portfolios in order to expand their consumer base. Prominent manufacturers are focusing on the development of more hygienic and user-friendly nursing breast shells as sanitation and comfort are the two key features that customers evaluate when buying products that come into direct contact with the skin.

Women's ongoing quest for comfort has encouraged manufacturers to create

customizable breastfeeding accessories that fit breast shapes and prevent stains from leaking. Tech-savvy women have been gravitating toward breast shells with plenty of features, which has opened up lucrative potential for companies in terms of technological improvements, thereby leading to market expansion. For instance, the Ameda DuoShell Breast Shells shield uncomfortable or sensitive nipples from clothing pressure and friction, and they can also be utilized to draw out flat or inverted nipples. Hence, such developments are fueling the market growth.

### Breast Shells Market Report Highlights

In terms of distribution channel, hospital pharmacy (inpatient) held the largest revenue share in 2021 owing to an increase in demand for breast shells among new moms due to rising pregnancy rates around the world

The e-commerce segment is expected to witness the fastest growth in the forecast period owing to the wide availability of breast shells on various e-commerce platforms

Asia Pacific is expected to witness the fastest growth over the forecast period with a CAGR of 4.69% owing to rising awareness levels, coupled with increasing number of births in this region

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