

# **Breastfeeding Accessories Market Size, Share & Trends Analysis Report By Product (Breastmilk Storage & Feeding, Postpartum Recovery Accessories), By Region, And Segment Forecasts, 2022 - 2030**

<https://marketpublishers.com/r/B08922D3675EN.html>

Date: March 2022

Pages: 90

Price: US\$ 5,950.00 (Single User License)

ID: B08922D3675EN

## **Abstracts**

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### **Breastfeeding Accessories Market Growth & Trends**

The global breastfeeding accessories market size is expected to reach USD 3.90 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 6.45% from 2022 to 2030. An increasing women's employment rate is expected to surge the demand for breastfeeding accessories, thereby propelling the market growth. For instance, according to the data from the World Bank and the International Labor Organization, 55% of women in the U.S. are employed, whereas this number increases in the U.K. with 59% women employability. 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.

Moreover, there has been a rise in the global birth rate. For instance, as per the latest report by the International Institute of Sustainable Development (IISD), the global fertility rate has touched 2.3 births per woman, which is well above the replacement rate. Similarly, there has been an increase in the number of milk banks across the globe. For instance, as per the European Milk Bank Association, there are 280 active milk banks in Europe. Likewise, according to the International Breastfeeding Journal, there were 80 milk banks in India as of 2020. Thus, with the establishment of milk banks globally, the market is anticipated to witness growth during the forecast period.

Furthermore, with the introduction of the COVID-19 vaccine and the lifting of lockdown impositions, the market may witness considerable growth over the forecast period. This can be attributed to the opening of offices globally and the initiation of work from office or hybrid work settings. For instance, Microsoft has given their employees 30 days to shift towards a new pattern of hybrid working setting, which has started from February 2022. Furthermore, 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.

### Breastfeeding Accessories Market Report Highlights

Based on product, the breastmilk storage and feeding segment dominated the market with a share of over 15.0% in 2021 owing to an increase in the women's employment rate

The postpartum recovery accessories product segment is expected to register the fastest growth rate 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

Asia Pacific held the largest revenue share of over 40.0% in 2021 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
  - 1.1.1 Product
  - 1.1.2 Regional Scope
  - 1.1.3 Estimates And Forecast Timeline
- 1.2 Research Methodology
- 1.3 Information procurement
  - 1.3.1 Purchased Database:
  - 1.3.2 Gvr's Internal Database
  - 1.3.3 Secondary Sources
  - 1.3.4 Primary Research
  - 1.3.5 Details Of Primary Research
- 1.4 Information or Data Analysis
  - 1.4.1 Data Analysis Models
- 1.5 Market Formulation & Validation
- 1.6 Model Details
  - 1.6.1 Commodity Flow Analysis (Model 1)
    - 1.6.1.1 Approach 1: Commodity Flow Approach
  - 1.6.2 Volume Price Analysis (Model 2)
    - 1.6.2.1 Approach 2: Volume Price Analysis
- 1.7 List of Secondary Sources
- 1.8 List of Primary Sources
- 1.9 List of Abbreviations
- 1.10 Objectives
  - 1.10.1 Objective
  - 1.10.2 Objective
  - 1.10.3 Objective
  - 1.10.4 Objective

### CHAPTER 2 EXECUTIVE SUMMARY

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

### CHAPTER 3 BREASTFEEDING ACCESSORIES MARKET VARIABLES, TRENDS &

## SCOPE

- 3.1 Market Lineage Outlook
  - 3.1.1 Parent Market Outlook
  - 3.1.2 Ancillary Market Outlook
- 3.2 Penetration & Growth Prospect Mapping
- 3.3 User Perspective Analysis
  - 3.3.1 Consumer Behavior Analysis
  - 3.3.2 Market Influencer Analysis
- 3.4 Market Dynamics
  - 3.4.1 Market Driver Analysis
    - 3.4.1.1 Surge In Women Employment Rates
    - 3.4.1.2 Growing Awareness About The Breastfeeding Accessories
    - 3.4.1.3 Increasing Number Of Milk Banks
    - 3.4.1.4 Presence Of Favourable Demographics
  - 3.4.2 Market Restraints Analysis
    - 3.4.2.1 Adoption Of Breastmilk Substitute
- 3.5 Breastfeeding Accessories: Market Analysis Tools
  - 3.5.1 Industry Analysis - Porter's
  - 3.5.2 Swot Analysis, By Pest
- 3.6 Impact of COVID-19 on Market

## **CHAPTER 4 BREASTFEEDING ACCESSORIES MARKET: SEGMENT ANALYSIS, BY PRODUCT, 2018 - 2030 (USD MILLION)**

- 4.1 Definition and Scope
- 4.2 Product Market Share Analysis, 2021 & 2030
- 4.3 Segment Dashboard
- 4.4 Global Breastfeeding Accessories Market, by Product, 2018 to 2030
- 4.5 Market Size & Forecasts and Trend Analysis, 2018 to 2030
  - 4.5.1 Nipple care products market, 2018 - 2030 (USD Million)
  - 4.5.2 Breast shells market, 2018 - 2030 (USD Million)
  - 4.5.3 Breast pads market, 2018 - 2030 (USD Million)
  - 4.5.4 Breastmilk preparation & cleaning products market, 2018 - 2030 (USD Million)
  - 4.5.5 Breastmilk storage & feeding market, 2018 - 2030 (USD Million)
    - 4.5.5.1 Coolers market, 2018 - 2030 (USD Million)
    - 4.5.5.2 Others market, 2018 - 2030 (USD Million)
  - 4.5.6 Perineal cooling pads market, 2018 - 2030 (USD Million)
  - 4.5.7 Breast heating pads market, 2018 - 2030 (USD Million)

- 4.5.8 Breast cooling pads market, 2018 - 2030 (USD Million)
- 4.5.9 Baby weighing scales market, 2018 - 2030 (USD Million)
- 4.5.10 Maternity/nursing bras market, 2018 - 2030 (USD Million)
- 4.5.11 Nursing tank tops market, 2018 - 2030 (USD Million)
- 4.5.12 Lactation massager market, 2018 - 2030 (USD Million)
- 4.5.13 Breast pump carry/tote bags market, 2018 - 2030 (USD Million)
- 4.5.14 Postpartum recovery accessories market, 2018 - 2030 (USD Million)
  - 4.5.14.1 Disposable gowns market, 2018 - 2030 (USD Million)
  - 4.5.14.2 Nursing pillow market, 2018 - 2030 (USD Million)
  - 4.5.14.3 Others market, 2018 - 2030 (USD Million)

## **CHAPTER 5 BREASTFEEDING ACCESSORIES MARKET: REGIONAL MARKET ANALYSIS, BY PRODUCT 2018 - 2030 (USD MILLION)**

- 5.1 Definition & Scope
- 5.2 Regional Market Share Analysis, 2021 & 2030
- 5.3 Regional Market Dashboard
- 5.4 Regional Market Snapshot
- 5.5 Market Size, & Forecasts, Volume and Trend Analysis, 2021 & 2030
- 5.6 North America
  - 5.6.1 North America Breastfeeding Accessories Market, 2018 - 2030 (USD Million)
  - 5.6.2 U.S.
    - 5.6.2.1 U.S. Breastfeeding Accessories Market, 2018 - 2030 (USD Million)
  - 5.6.3 Canada
    - 5.6.3.1 Canada Breastfeeding Accessories Market, 2018 - 2030 (USD Million)
- 5.7 Europe
  - 5.7.1 Europe Breastfeeding Accessories Market, 2018 - 2030 (USD Million)
  - 5.7.2 U.K.
    - 5.7.2.1 U.K. Breastfeeding Accessories Market, 2018 - 2030 (USD Million)
  - 5.7.3 Germany
    - 5.7.3.1 Germany Breastfeeding Accessories Market, 2018 - 2030 (USD Million)
  - 5.7.4 France
    - 5.7.4.1 France Breastfeeding Accessories Market, 2018 - 2030 (USD Million)
  - 5.7.5 Italy
    - 5.7.5.1 Italy Breastfeeding Accessories Market, 2018 - 2030 (USD Million)
  - 5.7.6 Spain
    - 5.7.6.1 Spain Breastfeeding Accessories Market, 2018 - 2030 (USD Million)
- 5.8 Asia Pacific
  - 5.8.1 Asia Pacific Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

## 5.8.2 Japan

5.8.2.1 Japan Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

## 5.8.3 China

5.8.3.1 China (Mainland) Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

## 5.8.4 India

5.8.4.1 India Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

## 5.8.5 South Korea

5.8.5.1 South Korea breastfeeding accessories market, 2018 - 2030 (USD Million)

## 5.8.6 Australia

5.8.6.1 Australia Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

## 5.9 Latin America

5.9.1 Latin America Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

### 5.9.2 Brazil

5.9.2.1 Brazil Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

### 5.9.3 Mexico

5.9.3.1 Mexico Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

### 5.9.4 Colombia

5.9.4.1 Colombia Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

### 5.9.5 Argentina

5.9.5.1 Argentina Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

## 5.10 MEA

5.10.1 MEA Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

### 5.10.2 South Africa

5.10.2.1 South Africa Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

### 5.10.3 Saudi Arabia

5.10.3.1 Saudi Arabia Breastfeeding Accessories Market, 2018 - 2030 (USD Million)

### 5.10.4 UAE

5.10.4.1 UAE Breastfeeding accessories market, 2018 - 2030 (USD Million)

## **CHAPTER 6 BREASTFEEDING ACCESSORIES MARKET - COMPETITIVE ANALYSIS**

6.1 Recent Developments & Impact Analysis, by Key Market Participants

6.2 Company Categorization

6.2.1 Innovators

6.2.2 Market Leaders

6.3 Vendor Landscape

6.3.1 Key Company Market Share Analysis, 2021

## 6.3.2 Major Deals And Strategic Alliances

### 6.3.2.1 New Product Launch

### 6.3.2.2 Expansion

### 6.3.2.3 Acquisition

## 6.3.3 MARKET ENTRY STRATEGIES

## 6.4 Company Profiles

### 6.4.1 MEDELA AG

#### 6.4.1.1 Company overview

#### 6.4.1.2 Financial performance

#### 6.4.1.3 Product benchmarking

#### 6.4.1.4 Strategic initiatives

### 6.4.2 AMEDA INC.

#### 6.4.2.1 Company overview

#### 6.4.2.2 Financial performance

#### 6.4.2.3 Product benchmarking

#### 6.4.2.4 Strategic initiatives

### 6.4.3 WILLOW INNOVATIONS, INC.

#### 6.4.3.1 Company overview

#### 6.4.3.2 Financial performance

#### 6.4.3.3 Product benchmarking

#### 6.4.3.4 Strategic initiatives

### 6.4.4 KONINKLIJKE PHILIPS N.V.

#### 6.4.4.1 Company overview

#### 6.4.4.2 Financial performance

#### 6.4.4.3 Product benchmarking

#### 6.4.4.4 Strategic initiatives

### 6.4.5 CHIARO TECHNOLOGY LIMITED

#### 6.4.5.1 Company overview

#### 6.4.5.2 Financial performance

#### 6.4.5.3 Product benchmarking

#### 6.4.5.4 Strategic initiatives

### 6.4.6 PIGEON CORPORATION

#### 6.4.6.1 Company overview

#### 6.4.6.2 Financial performance

#### 6.4.6.3 Product benchmarking

#### 6.4.6.4 Strategic initiatives

### 6.4.7 SPECTRA BABY

#### 6.4.7.1 Company overview

#### 6.4.7.2 Financial performance

- 6.4.7.3 Product benchmarking
- 6.4.7.4 Strategic initiatives
- 6.4.8 LAVIE MOM
  - 6.4.8.1 Company overview
  - 6.4.8.2 Financial performance
  - 6.4.8.3 Product benchmarking
  - 6.4.8.4 Strategic initiatives
- 6.4.9 MOTIF MEDICAL
  - 6.4.9.1 Company overview
  - 6.4.9.2 Financial performance
  - 6.4.9.3 Product benchmarking
  - 6.4.9.4 Strategic initiatives
- 6.4.10 MAYBORN GROUP LIMITED
  - 6.4.10.1 Company overview
  - 6.4.10.2 Financial performance
  - 6.4.10.3 Product benchmarking
  - 6.4.10.4 Strategic initiatives



## List Of Tables

### LIST OF TABLES

Table 1. List of secondary sources

Table 2. List of abbreviation

Table 3. North America breastfeeding accessories market, by country, 2018 - 2030 (USD million)

Table 4. North America breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 5. U.S. breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 6. Canada breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 7. Europe breastfeeding accessories market, by country, 2018 - 2030 (USD million)

Table 8. Europe breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 9. U.K. breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 10. Germany breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 11. France breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 12. Italy breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 13. Spain breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 14. Asia Pacific breastfeeding accessories market, by country, 2018 - 2030 (USD million)

Table 15. Asia Pacific breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 16. Japan breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 17. China breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 18. India breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 19. South Korea breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 20. Australia breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 21. Latin America breastfeeding accessories market, by country, 2018 - 2030 (USD million)

Table 22. Latin America breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 23. Brazil breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 24. Mexico breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 25. Colombia breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 26. Argentina breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 27. Middle East & Africa breastfeeding accessories market, by country, 2018 - 2030 (USD million)

Table 28. Middle East & Africa breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 29. South Africa breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 30. Saudi Arabia breastfeeding accessories market, by product, 2018 - 2030 (USD million)

Table 31. UAE breastfeeding accessories market, by product, 2018 - 2030 (USD million)

## List Of Figures

### LIST OF FIGURES

- Fig 1. Breastfeeding Accessories market segmentation
- Fig 2. Market research process
- Fig 3. Information procurement
- Fig 4. Primary research pattern
- Fig 5. Market research approaches
- Fig 6. Value-chain-based sizing & forecasting
- Fig 7. QFD modeling for market share assessment
- Fig 8. Market formulation & validation
- Fig 9. Market outlook (2021)
- Fig 10. Segment outlook
- Fig 11. Strategy framework
- Fig 12. Penetration & growth prospect mapping
- Fig 13. Consumer behavior analysis
- Fig 14. Market driver relevance analysis (Current & future impact)
- Fig 15. Market restraint relevance analysis (Current & future impact)
- Fig 16. Porter's five forces analysis
- Fig 17. SWOT analysis, by factor (political & legal, economic and technological)
- Fig 18. Breastfeeding accessories market: Product movement analysis
- Fig 19. Segment dashboard
- Fig 20. Breastfeeding accessories market Product outlook: Key takeaways
- Fig 21. Nipple care products market, 2018 - 2030 (USD Million)
- Fig 22. Breast shells market, 2018 - 2030 (USD Million)
- Fig 23. Breast pads market, 2018 - 2030 (USD Million)
- Fig 24. Breastmilk preparation & cleaning products market, 2018 - 2030 (USD Million)
- Fig 25. Breastmilk storage & feeding market, 2018 - 2030 (USD Million)
- Fig 26. Coolers market, 2018 - 2030 (USD Million)
- Fig 27. Others market, 2018 - 2030 (USD Million)
- Fig 28. Perineal cooling pads market, 2018 - 2030 (USD Million)
- Fig 29. Breast heating pads market, 2018 - 2030 (USD Million)
- Fig 30. Breast cooling pads market, 2018 - 2030 (USD Million)
- Fig 31. Baby weighing scales market, 2018 - 2030 (USD Million)
- Fig 32. Maternity/nursing bras market, 2018 - 2030 (USD Million)
- Fig 33. Nursing tank tops market, 2018 - 2030 (USD Million)
- Fig 34. Lactation massager market, 2018 - 2030 (USD Million)
- Fig 35. Breast pump carry/tote bags market, 2018 - 2030 (USD Million)

- Fig 36. Postpartum recovery accessories market, 2018 - 2030 (USD Million)
- Fig 37. Disposable gowns market, 2018 - 2030 (USD Million)
- Fig 38. Nursing pillow market, 2018 - 2030 (USD Million)
- Fig 39. Others market, 2018 - 2030 (USD Million)
- Fig 40. Regional outlook, 2021 & 2030
- Fig 41. Regional market dashboard
- Fig 42. Regional market place: Key takeaways
- Fig 43. North America breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 44. U.S. breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 45. Canada breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 46. Europe breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 47. U.K. breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 48. Germany breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 49. France a breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 50. Italy breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 51. Spain breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 52. Asia Pacific breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 53. Japan breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 54. China breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 55. India breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 56. South Korea breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 57. Australia breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 58. Latin America breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 59. Brazil breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 60. Mexico breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 61. Colombia breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 62. Argentina breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 63. MEA breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 64. South Africa breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 65. Saudi Arabia breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 66. UAE breastfeeding accessories market, 2018 - 2030 (USD Million)
- Fig 67. Company market share analysis, 2021
- Fig 68. Market differentiators
- Fig 69. Regional network map

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