

# **Nursing Products Market Size, Share & Trends Analysis Report By Type (Nursing Pillow, Nursing Cover, Nursing Pad, Nipple Cream, Nursing Bra, Nursing Station, Breast Pump, Pumping Accessories), By Region, And Segment Forecasts, 2021 - 2028**

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## **Abstracts**

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### **Nursing Products Market Growth & Trends**

The global nursing products market size is expected to reach USD 8.2 billion by 2028, based on a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 8.1% from 2021 to 2028. The market growth can be attributed to the growing demand for maternity care products by lactating mothers. A new baby and the start of the breastfeeding journey can be stressful for new mothers. These products help new mothers in dealing with challenges encountered during their breastfeeding phase.

Growing awareness about the benefits of breastfeeding among target customers is likely to create various opportunities for the manufacturers of nursing products. In addition, higher disposable incomes, especially among the population of millennial and Gen Z generations, are driving the market growth.

During the initial phase of the COVID-19 pandemic, the manufacturers of nursing products faced some challenges as the supply chains were interrupted due to the imposed lockdowns. The key market players are now developing tactical plans to deal with the impact of the pandemic on businesses. Since supply chains are a crucial part of retail and online shopping, companies are figuring out ways for smoother business operations.

## Nursing Products Market Report Highlights

Based on type, the nursing products market is segmented into nursing pillows, nursing covers, nursing pads, nipple creams, nursing bras, nursing stations, breast pumps, pumping accessories, and others. In 2020, the breast pump segment dominated the market in terms of revenue share owing to the growing demand for breast pumps, especially by working women

The nipple cream segment is expected to witness the fastest growth rate over the forecast period. The millennial generation and gen Z population are more aware of personal care and skincare products. The new parents from these generations prefer organic baby-safe products. Hence, the manufacturers are introducing innovative formulations of nipple creams that are safe for babies too

North America held the majority of the market share in terms of revenue in 2020. The significant growth in the number of working women, increasing customer awareness about nursing products, and easier availability of the products are some of the key factors contributing to the market growth. According to the CDC, around 3.6 million babies were born in the U. S. in 2020

Asia Pacific is expected to witness the fastest CAGR over the forecast period due to the growth in women's employment, as newly educated mothers are adopting technologically advanced nursing products such as breast pumps to deal with breastfeeding challenges

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